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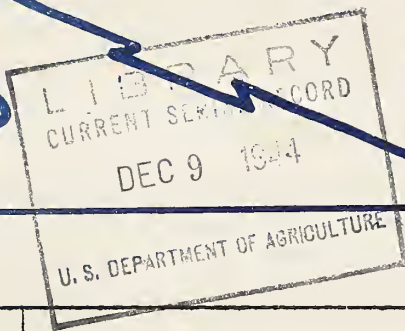
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DALLAS, TEXAS
October 7, 1944
No. 41

Radio Round-up *on food...*



For Directors of
Women's Radio Programs

IN THIS ISSUE

CIVILIAN FOOD OUTLOOK...for last quarter of '44 indicates supply adequate...to provide substantial and nutritious diets.

MORE...fresh and canned vegetables...grade B and C eggs...dry peas and beans...citrus and deciduous fruits...fresh and frozen fish...and food derived from grain...will be available.

LESS...pork...quality beef...butter...cranberries...dressed chickens and turkeys...cheese...and milk will be on the markets...but supply about same as it was this time last year.

TENSE SUGAR SITUATION...will improve toward end of the year...Refineries unable to produce sugar rapidly enough...to meet seasonal peak demand...which is about passed.

UNITED NATIONS WRITE...a Food Constitution...and provide for the first permanent international organization...FAO...to deal with long term problems in food and agriculture.

"PEPPERMINTED" IN U. S. A...American farmers increase peppermint production...when war cuts off main sources of supply.

PLENTIFUL AND CHEAP...seasonal fruits and vegetables.

WAR FOOD ADMINISTRATION
Office of Distribution

-----CIVILIAN FOOD OUTLOOK FOR LAST QUARTER OF '44-----

Now that the year is in the last quarter stretch, your listeners may be interested in knowing how much food will be available to them. The War Food Administration's Office of Distribution says that the share of agricultural products going to the folks at home the rest of 1944 will be adequate to provide substantial and nutritious diets.

Reduced Supply of Pork and Dairy Products Offset by Ample Stocks of Staple Foods

There will be less dairy products and pork than were on the market the last quarter of 1943, but these reductions will be offset by ample supplies of most staple foods. The commodities may be outlined about as follows:

Utility Grade Meat Offers Nutritious Diet

Approximately 4,180 million pounds of meat have been allocated to civilians for the October through December period. This is about 50 million pounds less than during the past three months. Very small quantities of the top grades of beef will be available. This doesn't need to make any difference in the diet because lower grade meat (commercial and utility) is as nutritious as the higher grades.

The utility grade is lean and not as satisfactory when prepared by familiar roasting and broiling methods...but it does lend itself to braising or pot-roast methods of preparation. The trick is in knowing how to prepare it properly.

Meat Consumption Promises to Reach Peak of '34

The amount of pork available the last three months of the year will be less than homomakers bought in the last 3 months of 1943 and the first part of 1944. The amount of lamb and mutton also will be less than consumption in the same quarter a year ago. However, for 1944 as a whole meat consumption will be higher than in any year since 1934 with a per capita consumption presently estimated at more than 141 pounds.

More Condensed Skim Milk and Non-Fat Dry Milk Solids Come to Market

In the last quarter of 1944 civilian supplies of dairy products will be smaller than those in the same period last year, except for some increase in condensed skim milk and substantial increases in non-fat dry milk solids.

Demand for Fluid Milk Supplies Grows

Fluid milk supplies are expected to be short of demand in many milk marketing areas. And dealers' quotas may have to be dropped below 100 percent of their June 1943 sales. (That is the base period for determining the amount of milk dealers may now sell).

High Military Requirements May Necessitate Change in Quotas

If there is a change in quotas, it will be due to high military requirements. The army has requested 50 percent more evaporated milk, more than twice as much whole milk powder and increased quantities of cheddar cheese over last year. All also continue short.

Butter Allocation Figures About Same as Last Year's

Butter supplies will become tighter as production has been running about 10 percent below last year. As the butter allocation is now figured, the civilian supply, if distributed equally, would amount to about 2.8 pounds per capita on the October through December quarter as compared with 2.9 pounds (consumed) in the same period last year.

Whole Milk Cheese Supplies Remain Unchanged

Whole milk cheese will continue limited on American tables, because military and lend-lease needs are still high. The civilian allocation for the rest of the year remains as it was the last three months...155 million pounds.

Cottage Cheese may Become More Plentiful

Cottage cheese may be more ample in those areas where there are large local supplies of non-fat dry milk solids. The War Food Administration has removed the quotas now on the amount of cottage cheese that can be made. There are good supplies of skim milk, although butter fat continues short.

Grade B and C Eggs Show up on Plentiful List

The remaining months of the year see the seasonal low production period for eggs, but supplies of shell eggs for civilians in the last three months of 1944 will be as large as they were in 1943. Some of the eggs will be coming from storage stocks.

There will be plenty of grade B and C eggs available to civilians during these three months. These B and C eggs are as good for cooking as the A grade and are of the same approximate food value.

Chicken Supply Dwindles But Storage Holdings High

The supply of chickens will be somewhat smaller than in the fourth period of 1943. Approximately 20 percent less chickens were raised this year than last, but cold storage holdings are high and may be available to offset part of the reduced marketings.

Turkey Production Tops 1943 Record by Eight Percent

The production of turkeys in 1944 is now estimated to be over 8 percent above that of 1943. Military requirements are higher this year...so the supply available for civilians in the fourth quarter of 1944 will be only a little larger than in 1943.

Enough Fats and Oils Predicted for Civilians

All types of edible fats and oils (excluding butter) are expected to be ample to fill civilian demands.

Good Supply of Vegetables Make Appearance on Markets

Leafy, green and yellow vegetables will be in good supply. Sweet and Irish potatoes are expected to be adequate, although the crops of these are not as

large as last year. The indicated crop of late summer onions is 51 percent larger than the near average crop of 1943 and exceeds the previous high production of 1939 by slightly more than 3 million sacks.

Onions Head List of Surplus Vegetables

During the next few months, onions of the sweet Spanish variety from the Western states will be particularly plentiful and should be recommended to the homemaker. Large stocks of storage onions will be coming to the market at the first of the year.

Relaxed Rationing Indicates Use of More Canned Vegetables

The removal of rationing controls from canned vegetables (except tomatoes, tomato juice and tomato catsup) is expected to mean that homemakers will use more canned vegetables in the fourth quarter of 1944 than for the corresponding quarter of 1943. Moreover, consumers bought heavily during the early summer months when most canned vegetables were point free and some of these purchases remain on pantry shelves.

Home Canned Vegetables Supplement Larders

Large supplementary supplies also will be available in the form of home canned vegetables. Particularly significant is the home canning of tomatoes and green beans. Civilian supplies of frozen vegetables for the coming quarter will be about the same as for last year.

Citrus Fruit Crop Surpasses Last Year's

Fresh citrus fruit during the fall and winter quarters will equal and perhaps exceed the favorable supplies of last year. Except for Arizona grapefruit, the citrus crop conditions surpass those of last year.

Storage Shortage Forces Early Marketing of Deciduous Fruits

Apples, pears and grapes comprise the major deciduous fruits for the coming quarter and all will be more plentiful than a year ago. Favorable prices and a generally tight storage situation will tend to encourage early marketing of both the apple and pear crops.

Cranberry Crop Drops Sixty Percent Short of Last Year

Fresh cranberries will be about 60 percent short of last year, and with the army getting a large share, civilians can expect limited supplies on the market.

Removal of Shipping Ban on Bananas Increases Hope of More

However, the civilians supply of bananas may increase as much as 15 percent in the fall quarter, because of the removal of shipping restrictions on this fruit.

Frozen Fruit Stocks Continue About the Same

The supply of commercially canned deciduous fruits and the supply of frozen fruit will be about the same as the last quarter of 1943, but the greater

availability of fresh fruit this summer and fall has resulted in a larger supply of home canned products.

Raisins and Prunes Compose Dried Fruit Supply for Civilians

Dried fruit supplies again will be limited principally to raisins and prunes, although small quantities of some of the other fruits will be available. Raisin and dried prune supplies for civilian use will be slightly more plentiful during the October - December quarter, than last year.

Tight Sugar Situation Tends to Ease Up

The sugar situation will improve toward the end of the year. The bulk of the fruit canning will be completed and the demand for sugar for this purpose will decline. In addition, supplies from the 1944 domestic production of both cane and beet sugar will become available for distribution.

The immediate "shortage" situation we have been experiencing is not a shortage of raw sugar but the inability of sugar refineries to refine and distribute sugar at a rate rapid enough to meet the seasonal peak demand.

Supply Warrants no Change in Sugar Rationing

More sugar is used in the July - September period than in any other during the year because the bulk of the home and commercial canning is done during the summer months. There will be no reduction in the level of the direct household ration which provides 5 pounds of sugar every two and a half months.

Dry Beans and Peas Rate Unrationed Distribution

Supplies of these staple foods will be sufficient to continue unrationed distribution. Dry beans, in fact, will be about 5 percent more plentiful.

Adequate Grain Supplies Justify Unrestricted Exports

The supply of grain will be adequate to meet in full demands for grain products for civilian foods, domestic feed and industrial requirements (except for barley for malt), unrestricted exports (except for rice and barley), large quantities for relief feeding and safe year-end stocks.

Fresh and Frozen Fish Supplies Move Close to Pre-War Levels

Supplies of fresh and frozen fish will be more plentiful than in any corresponding period in 1943, and more than so far has been available in 1944. With the success of our anti-submarine warfare and the release of fishing boats by the Navy, fishing operations have brought the supplies of fresh and frozen fish close to pre-war levels.

Because of a tight cold storage situation, a substantial portion of this supply must be moved into consumer channels in the immediate future. Supplies of canned fish will be smaller this year than in the last quarter of 1943.

-----UNITED NATIONS WRITE A FOOD CONSTITUTION-----

Representatives from 44 of the United and Associated Nations have just finished work on a constitution which provides for the first permanent international organization to deal with long term problems in food and agriculture.

This constitution for the Food and Agriculture Organization of United Nations is the work of the interim commission, which was appointed in June 1943 by the Hot Springs Conference.

FAO to Meet When 20 Nations Accept Constitution

When 20 nations have accepted the constitution, the interim commission will call the first meeting of the Food and Agriculture Organization. As its name implies, FAO is a union of nations working together to meet the needs of mankind for the products of the soil and the sea.

It will have permanent responsibilities on such long term problems as food and fiber and nutrition for peoples throughout the world. Unlike UNRRA, this organization will not be directly concerned with relief.

General Conference Will Govern FAO

The governing body of the FAO will be a general conference which will meet at least once a year. Each member nation will have one voting representative in this conference and all will have equal voting rights.

The constitution provides for an executive committee of nine to fifteen members and for standing advisory committees in major fields of the organization's work.

International Technical Staff Will be Selected

The administration will consist of a director-general, who will be the responsible head of the organization, and an international staff selected for technical competence in various branches of the work.

Washington, D. C. to be Temporary Headquarters

The location of the permanent headquarters will be decided by FAO itself, and until the decision is made the temporary seat is to be Washington, D. C. Regional offices may be established at various parts of the world.

The FAO budget for the first year is set at two and a half million dollars, with member nations paying according to their relative economic ability.

Food Considered Best Focal Point for International Collaboration

The representatives, who have drawn up the constitution, believe there is no better focal point for lasting international collaboration than on the problem of food, because it directly affects the lives of over two thousand million people.

-----"PEPPERMINTED" IN U. S. A.-----

Even supplies of that old-fashioned flavorina...peppermint...have been affected by the war.

Before the attack on Pearl Harbor, America grew only enough of this pungent, aromatic mint to meet the necessary demands for flavoring in confections, chewing gum, dentrifices and pharmaceuticals.

War Cuts Off Menthol Supply

Menthol, which is extracted from peppermint and used in the manufacture of cough medicines, liniments and cigarettes, was imported from China and Japan prior to the war.

With these supplies of menthol cut off, the War Food Administration asked that American farmers increase production of peppermint. To see that available supplies went as far as possible, industrial users were allocated certain quantities of oil of peppermint, based on the amount they used in 1941.

American Farmers Increase Peppermint Production

The states now leading in the growing of peppermint are Michigan, Indiana, Oregon, Washington, California and Ohio. The production this year for oil of peppermint is expected to reach 1,144,000 pounds. In the eight years between 1935 and 1942 the average production was slightly over one million pounds per year. Increased production in 1944 has made larger quotas possible for industrial users.

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* BEST BUYS IN FRESH FRUITS AND VEGETABLES *

* Based on comparative abundance and relatively low price, *

* in most retail markets of the Southwest, as reported by *

* the WFA Office of Distribution. *

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Apples, onions, cabbage, and potatoes head the War Food Administration's current list of best food buys in the Southwest. They are abundant and reasonably priced at nearly all key markets.

Thrifty, nutrition-minded homemakers find many advantages in planning meals around fresh foods that are temporarily plentiful. Each of the big four on the current list is versatile. Apples fill the bill for a breakfast appetizer as well as for America's favorite dinnertime dessert. Cabbage and potatoes lend themselves to many salad combinations and may be cooked alone in a variety of ways. Onions add the finishing touch of flavor to any lunch or dinner menu.

Other vegetables on the current list of best buys are carrots and peppers. Plums and pears rank next to apples in the fruit group, but are much less popular than the number one item.

"Best Buys" in Key Markets:

ARKANSAS: Little Rock....California grapes, head lettuce, oranges,
Washington apples, Arizona carrots, Colorado
potatoes, turnips.

COLORADO: Denver.....Apples, honeydews, peaches, pears, tomatoes,
cabbage, plums, onions, green peppers.

KANSAS: Topeka.....Pears, apples, onions, cabbage, celery.
Wichita and....Apples, oranges, plums, potatoes, carrots,
Hutchinson.....celery, onions, radishes, cauliflower.

LOUISIANA: Baton Rouge....Celery, onions, cabbage, apples, potatoes.
New Orleans....Onions, potatoes.
Shreveport....Onions, cabbage, turnip greens, Irish potatoes,
apples.

NEW MEXICO: Albuquerque,...Apples, oranges, grapes, plums, dry onions,
Gallup and....tomatoes, sweet potatoes, cabbage, squash,
Santa Fe....carrots, turnips, green chili, bell peppers.
Roswell and....Peaches, pears, cooking apples, turnips, carrots,
Carlsbad....dry onions, green beans, bell peppers, blackeyed
peas.

OKLAHOMA: Oklahoma City..Apples, cabbage, onions, peppers, potatoes,
sweet potatoes, tomatoes.

TEXAS: Fort Worth.....Apples, snap beans, cabbage, cauliflower, onions,
peppers, plums, prunes, squash, sweet potatoes.
Houston.....Potatoes, carrots, onions, lettuce, apples,
pears, spinach.

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DALLAS, TEXAS
October 14, 1944
No. 42



Radio Round-up

on food...

For Directors of
Women's Radio Programs

SOYA BREAD FOR GREECE...Experiments show mixtures of wheat and soya flour...make bread comparable to native Greek loaves.

FISH ON ICE... total 123,000,000 pounds...an all time high...with the autumn "catch" coming to market...and storage space scarce.

EXTENDED ENGAGEMENT FOR ONIONS...harvesting will continue through October...Homemakers urged to make use of sweet...more perishable onions now.

FAT SALVAGE CAMPAIGN CONTINUES...Supply of fats and oils shrinks. No hope for increased imports...salvaged fats must meet one-tenth of the nations's needs.

ARMY STILL BUYING TURKEYS...Civilians will find little turkey on the market...until the armed forces obtain their quota.

THE WHY OF GOVERNMENT OWNED FOODS...The War Food Administration buys foods...to meet military and lend-lease requirements...and to support farm prices...as prescribed by law.

THE MOST FOR YOUR MONEY...A WPollup Poll of consuming centers...to find out what fruits and vegetables...are cheap and plentiful.

WAR FOOD ADMINISTRATION
Office of Distribution



-----SOYA BREAD FOR GREECE-----

Ships that carry soybean products from America to our allies and friendly nations across the seas carry a weapon that fights the ravages of war.

Soybeans are rich in fat and protein. Children need protein to grow. Healthy adults and children need protein to stay healthy. And run-down bodies need protein to regain health and build up resistance to disease.

Those are the reasons why Greece has requested soya flour from this country. And through the Swedish-Swiss Relief Commission, we are now sending them 250 tons per month.

WFA Specialists Experiment With Soya in Making Bread

When the request for soya products for Greece came to the Office of Distribution, War Food Administration, it was thought that a recipe should go with the soya so that the best use of the product could be made. Soya specialists in the War Food Administration recommended that the soya flour be used in making bread...along with wheat flour milled in Greece.

So a formula was set up. Then the bread had to be baked under conditions as near as possible to those in Greece. The War Food Administration contacted two small Greek-operated bakeries one in Rochester, New York and one in Washington, D. C....both of which bake hearth bread in the same manner as bakers do in Greece.

The purpose of the baking experiments was to get a loaf of bread that would compare in odor, texture, color and flavor to the wheat loaf used by the Greeks...and yet give the added nutrition of soya. Standard hearth loaves were made first of whole wheat flour comparable to the flour milled in Greece. Then loaves were made with 5 per cent of the whole wheat flour substituted with soya, and again with 10 percent of the flour substituted with soya. No change was made in the amount of yeast and water.

Soya Bread Compares Favorably With Native Greek Bread

The first of the two baking tests was run in the Rochester bakery. The three types of bread were baked according to formula by the Greek baker in a hearth-type oven. These samples were ~~taste~~-tested in the home of the baker where his 80 year old mother and mother-in-law live. These elderly women lived in Greece most of their lives and said that the bread compared very favorably to that in their native country. They said the addition of soya had not changed the flavor.

The second experiment was made in Washington, D. C., based on changes thought necessary after the Rochester test. The bakery was owned by a man whose family in Greece have not been heard from in over three years. For this reason, the baker had a personal interest in the test as a service to the people of his native land.

Food Specialists Approve Ten Percent Soya Bread

In contrasting the three types of Greek bread...without soya, with 5 percent soya and 10 percent soya...there was not enough difference found to affect taste-acceptability. Several food specialists from War Food Administration and UNRRA, and FEA who tried the samples preferred the bread with 10 percent soya.

There is protein in wheat flour as well as in soya, but when the two flours are combined they provide a product that is superior nutritionally.

Soya Enriches Stews, Soups and Spaghetti

Soya for Greece will also be shipped as an ingredient in stews, spaghetti and dry soup mixes.

The amount of soya enriched soups, stews and spaghetti now shipped is sufficient to provide about four servings per month to every Greek citizen.

-----FISH ON ICE -----

Total stocks of fish now in commercial storage in the Midwest, New England, Pacific, Atlantic, and Gulf States have reached an all-time high. The inventory in September totalled over one hundred and twenty three million pounds.

Previously the largest quantity of fish ever reported in storage was 117 million pounds, the amount held on December 1, 1941. With the submarine threat smashed and with the return of more fishing vessels to the industry from our Navy, the fishermen of this country have made an all-out effort to see that Americans get plenty of protein food.

Storage Shortage Creates Problem

However, there is a "catch" to this large stock on hand. The heavy catches are normally made in the fall months. New shipments of fish will be coming in to our ports and there will be no storage space for them since available freezers are just about filled to capacity. Now is the time for homemakers to be placing orders for mackerel, whiting, cod, haddock, rosefish, croakers, flounders, hake, lake herring and other fish.

The holdings of mackerel total over 11 million pounds compared with an average stock at this time of 7 million pounds. Holdings of whiting increased by 3 million pounds during August. Salmon stocks are up about 4 million pounds in the same month, though this is about the normal seasonal increase. There is also an ample supply of halibut.

Fresh Water Fish Supply Also Shows Increase

Among the fresh water species, stocks of frozen lake herring are about six times as large as last year and the new herring season is only a few weeks distant. Whitefish, blue pike, lake trout and most other lake and river species also show increase over last year.

Fish Provide Nutrition Factors Found in Few Foods

Fishery products provide a variety and quality of nutrition factors found in few foods. They are excellent sources of protein, are rich in vitamins, and contain minerals both in quantity and variety. Some fish also contain considerable fat. Because of the medium in which fish live, tough strong muscles are not necessary and consequently the flesh is tender.

Broadcasters may wish to check on local supplies and then suggest recipes for using our bountiful supply of salt and fresh water fish.

-----EXTENDED ENGAGEMENT FOR ONIONS-----

Onions are still plentiful though they ceased to be a Victory Food Selection, October 7. Harvesting in the western producing areas of sweet, mild type onions will continue through October. This variety of onion is marketed largely during the period from September through February. Other varieties, including yellow globes from the northern areas, are in fairly heavy supply until March.

Now is the Time to Use More Perishable Onions

Because many of the yellow or storage type onions can be held until spring, now is the time to make use of the sweet, more perishable onions. These are familiar as the garnish that goes along with hamburger and bun. Their flavor also recommends them for stews, boiling and general use.

-----FAT SALVAGE CAMPAIGN CONTINUES-----

As drops of water make the mighty ocean, so every teaspoon of used kitchen fat salvaged in American households adds to the reservoir of tallow and grease needed by this country in the coming year.

Perhaps homemakers have thought that with lard and cooking oils off the ration list they can let up on their salvage efforts. Well, lard was taken off rationing in March solely because heavy seasonal hog slaughtering temporarily boosted the supply. Storage space at that time was limited and being used to capacity. Other cooking oils were removed from rationing in April because they are largely interchangeable with lard.

Supply of Fats and Oils Shrink

Now there is as great a need as ever for salvaged fat. For the year beginning October 1, our total supply of edible and inedible fats and oils is expected to shrink. Lard production may drop as much as a billion pounds this coming year.

Along with the decline in domestic production of fats and oils there is no hope for increased imports. Europe's demand will be large for some time to come. And we cannot look to the Orient for any quantity until after the Japanese are driven from the Philippines, Malaya and the East Indies.

Americans Waste 500,000,000 Pounds of Fats Yearly

One way we can add to our supply is through home salvage efforts. The fat salvage campaign in the past twelve months brought in one hundred and eighty million pounds of fat. But it is estimated that five hundred million pounds of fats are wasted annually in households and eating places.

If we could salvage 230 million pounds of used kitchen fats it would be the equivalent to the lard from 7 million head of hogs or the tallow from the slaughter of about 3 million head of cattle.

Salvaged Fats Supply One-Tenth of Needs

Homemakers get four cents and two red points for every pound of salvage fat they turn in to their butcher. From the butcher, salvaged fats go into a general pool of inedible tallow and grease. Of this supply about a fourth is used in the manufacture of lubricants, fatty acids and for other industrial purposes. The balance goes into soap. Nor is that soap needed for cleansing purposes only.

Non-cleansing soaps are used in scores of industrial processes. In fact, one fourth of our soap is used for military purposes and in the production of synthetic rubber. Glycerine, vital in explosives, is a by-product of the manufacture of both fatty acids and soap.

Salvaged fats can supply at least a tenth of our needed inedible animal fats. So every American homemaker is doing her bit toward final victory when she turns in a pound of kitchen fat.

-----ARMY STILL BUYING TURKEYS-----

Until the Quartermaster Corps has obtained 60 million pounds of turkey for the armed forces, civilians will find little turkey on the market. The poultry now being purchased is needed to supply dinners on three holidays for our fighting men and women.

The War Food Administration, working with the army on this purchase, issued War Food Order No. 106. This order requires processors in the major producing areas to set aside for government purchase all turkeys that meet army requirements. As soon as the desired amount is purchased, this order will be terminated.

Last year our service men and women in all theaters of war had turkey on Thanksgiving, Christmas and New Year's Day. The special menu symbolized traditional holidays at home, and for this reason American turkeys are going abroad again this year.

----THE WHY OF GOVERNMENT-OWNED FOODS----

Food production during 1944 is expected to be almost 40 percent above pre-war levels. Following closely this expanded program comes government buying and supply schedules. The Quartermaster Corps buys much of the food for our military forces. Those purchases by the army are large because there must be food reserves for each man overseas. This means supplies in this country, in military depots overseas and in transit. There must also be food for emergency feeding in liberated countries.

The War Food Administration buys food for our Allies, Territories, UNRRA, the Red Cross and other war programs. Also, certain amounts of food have been bought by the War Food Administration to support producer prices.

WFA Owns Two Million Tons of Food

At a recent meeting with people in the food industry (October 9 in New York), Lee Marshall, Director of Distribution in the War Food Administration, told that the WFA now has a "working" inventory of two million tons of food worth about 600 million dollars. This food owned by the WFA does not include army owned stocks.

In this inventory are 19 million pounds of frozen meats. Most of this is pork, and large as the figure seems it is only equivalent to the amount shipped under lend-lease in 15 days during August. There are 50 million pounds of cured meats, another month's supply.

U. S. Civilians Get 80 Out of Every 100 Pounds of Butter

At present, a little less than 5 million pounds of butter are owned by the War Food Administration...in addition, 23 million pounds of Carter's spread and about 4 million pounds of butter oil. Most of this is for shipment to the Russian Army this winter.

On a yearly basis, U. S. civilians get 80 out of every 100 pounds of butter made in this country. Our army gets 15 out of every 100 pounds and the Russian forces get the other 5.

WFA Cheese Supply Goes to Lend-Lease

The 90 million pounds of cheese owned by the WFA are about a three month's supply for lend-lease needs. These supplies were stored from last spring and summer production.

Shell Egg Stocks Amount to Nearly a Million Cases

The shell eggs owned by the WFA amount to slightly less than one million cases. These eggs were not bought for war needs but to support producer prices. These stocks, like other support price purchases, will be sold in consumer channels in this country when the market is able to absorb them. Those which the market cannot absorb will be diverted to school lunch programs and public institutions.

Most of the dried eggs in WFA storage are for war requirements. The stocks now total close to 100 million pounds and mean an eight-month supply for lend-lease deliveries. There are 33 1/2 million pounds of frozen eggs. These will be sold to driers, bakers, confectioners and other trade groups.

War Needs for Canned Milk, Meat and Vegetables Run High

In dry storage, the WFA has less than 100 million pounds of canned meats. Both military and lend-lease programs call for large amounts of canned meats; so the amount in storage is only about a two-month supply. There are 3 1/2 million cases of evaporated milk, about a four-month supply because war requirements are heavy for this product.

Then there are 461 thousand cases of canned fruits and 4 million cases of canned vegetables. These canned goods are packed once a year after crops are harvested; so the government order for the coming year is placed as soon as the pack is completed.

WFA Checks Stock to Avoid Spoilage

Mr. Marshall emphasized the fact that careful check is made on stocks to avoid spoilage. Since the beginning of the Lend-Lease Program in March 1941 up to the present, the loss on WFA-owned food has been less than one dollar on every five thousand dollars worth of goods purchased. He said that as food was not needed to meet immediate war requirements it was released to the trade, and only as the trade could absorb it. From May to September of this year, more than 21 million dollars worth of Government owned foods have gone back to civilians.

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* BEST BUYS IN FRESH FRUITS AND VEGETABLES *
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* Based on comparative abundance and relatively low price, *
* in most retail markets of the Southwest, as reported by *
* the WFA Office of Distribution. *
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Onions are the best bargain in fresh foods at southwest markets for the sixth consecutive week. Climbing in popularity because of their abundance and relatively low price, these flavor-aids and menu "perker-uppers" are listed as one of the best buys at each of the key markets this week. There's a general cry for onions, and a specific demand in individual localities for green, yellow or white varieties.

Potatoes and cabbage moved forward on the list, with tomatoes and cauliflower not far behind. Local offerings of fall vegetables, such as mustard, turnips, greens, sweet potatoes, and beets made the grade at several markets.

Leading the fruit parade again are apples of various varieties. No other fruit is nearly so popular, although pears, grapes, citrus fruits, and peaches made the list.

"Best Buys" in Key Markets:

ARKANSAS:	<u>Little Rock</u>	Washington apples, white and yellow onions, California grapes, Colorado Triumph potatoes, cauliflower, head lettuce
COLORADO:	<u>Denver</u>	Apples, Concord grapes, pears, plums, tomatoes, cabbage, carrots, eggplant, onions, potatoes
KANSAS:	<u>Topeka</u>	Apples, lettuce, cauliflower, onions, pears
	<u>Wichita and Hutchinson</u>	Citrus fruits, grapes, plums, carrots, lettuce, beans, potatoes, onions
LOUISIANA:	<u>Baton Rouge</u>	Onions, cabbage, potatoes, apples, mustard greens
	<u>New Orleans</u>	Potatoes, onions, tomatoes
NEW MEXICO:	<u>Albuquerque</u>	Apples, oranges, bell peppers
	<u>Santa Fe and Gallup</u>	lemons, onions, cauliflower, cabbage, celery, cucumbers, squash, potatoes
	<u>Raton</u>	Onions, cabbage, cauliflower, turnips, bell peppers, cucumbers, apples, peaches

	<u>Roswell and</u>	Cauliflower, cabbage, green
	<u>Carlsbad</u>	beans, turnips, beets, okra,
		celery, bell peppers, cucumbers
		onions, tomatoes, apples, peaches,
		sweet potatoes
OKLAHOMA:	<u>Oklahoma City</u>	Apples, carrots, cabbage,
		onions, pears, potatoes, sweet
		potatoes, tomatoes, turnips
TEXAS:	<u>Fort Worth</u>	Apples, cabbage, carrots, onions,
		potatoes, sweet potatoes,
		tomatoes, local mustard, turnip
		greens, green onions, beets
	<u>Houston</u>	Potatoes, sweet potatoes, onions,
		lettuce, mustard, apples, pears

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DALLAS, TEXAS

October 21, 1944

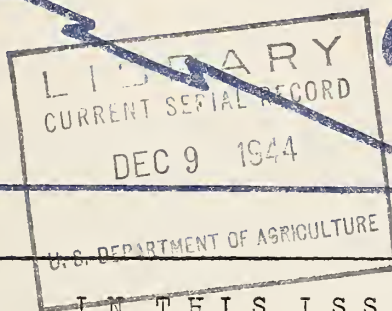
No. 43



Radio Round-up

on food...

For Directors of
Women's Radio Programs



IN THIS ISSUE

POINTS ON BUTTER...There's more to the story than "If I only had more red coupons I'd get more butter."

CRANBERRY COLOR FOR MEALS...These bright berries-of-the-bog will be available in fresh form because canned and dehydrated packs are used to fill war requirements.

FACTS ABOUT U. S. MEAT EATING...Of the 25-billion pounds produced this year, 43 percent will be beef and veal...a little over half will be pork...the remainder lamb and mutton.

DRIED FRUITS FOR THE HOLIDAYS...We'll have more than we did last year but hardly as much as before the war.

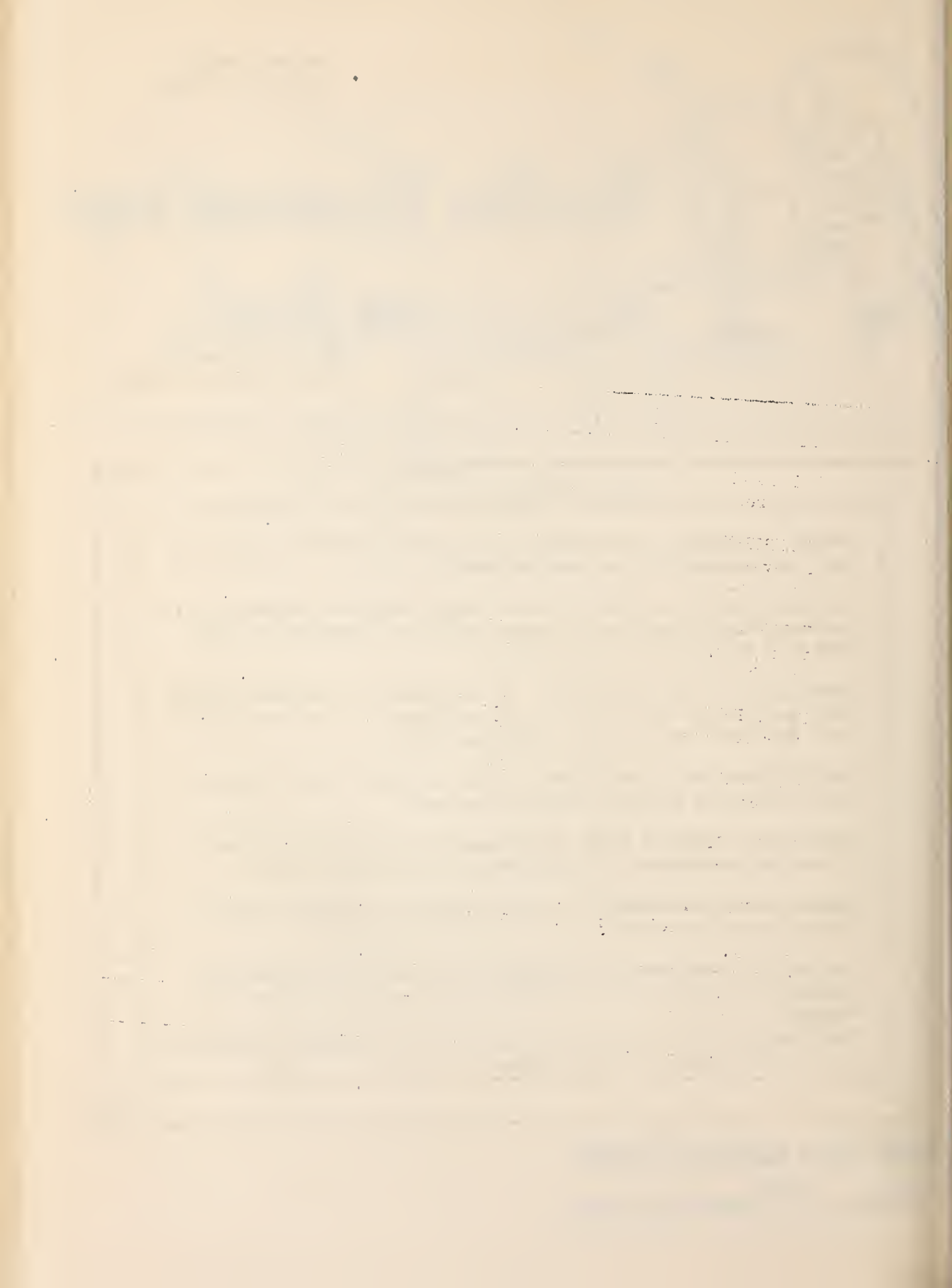
APPLES FOR A YEAR OF DAYS...Dried apples will go to the armed forces and civilians will get theirs processed and fresh.

CELERY STALKS THE MARKET...It adds variety to salads, soups and stews and coarser stalks can be used for cooking.

THE CURRENT FISH STORY...Americans are favored with about 160 species of edible fish, 13 of which make up 70 percent of the supply.

WHAT'S PLENTIFUL...Onions head the list with cabbage a runner up with Irish potatoes not far behind.

WAR FOOD ADMINISTRATION
Office of Distribution



-----POINTS ON BUTTER-----

With butter now 20 ration points a pound have you heard this remark: "If I only had more red coupons I'd get more butter." The answer to that of course is that the supply of a commodity determines the ration point-value. It's not the points that are short...it's the butter.

In the first seven months of this year the output of creamery butter was about 131-million pounds smaller than for the first seven months of 1943. July production was the lowest in 22 years. But supplies in general were adequate to meet the rationed demand.

The Seasonal Decline Has Been Gradual

Now preliminary reports indicate that production in August and September will be 15-million pounds lower than during the corresponding months in 1943. Since there's usually a period of two weeks or more between the time butter is produced and the time it's on the market, the butter shortage was not really felt in most sections of the country until the first of September. Some coastal areas...those farthest from major midwest butter producing states...felt it earlier.

This year 95 percent of our butter is going to Americans...80 percent to civilians...15 percent to the armed forces. The remaining 5 percent is going to Russia for military use.

More Butter Means Less Milk and Wholesome By-Products

The shortage of butter does not mean total milk production has dropped, this year averaged with last. In 1944 the total milk output is expected to be about 118-billion pounds...about 15-billion pounds more than before the war.

This increase though has gone into expanded sales of fluid milk and into increased production of such products as cheese, evaporated milk and milk powder.

Civilians are now drinking between 20 and 25 percent more milk than they drank before the war. This is desirable from a nutritional standpoint. And it would be necessary to cut back fluid milk sales in order to increase the supply of butter and other dairy products available for civilians.

The increase in cheese, evaporated milk and whole milk powder manufacture was necessary for war requirements and civilian needs.

So...despite the increase in total milk production there's less milk available for butter manufacturers now than before the war.

-----CRANBERRY COLOR FOR MEALS-----

Homemakers will find cranberries less plentiful than last year and higher in price. The crop this season is now expected to be slightly more than half of last year's production...356,500 barrels compared to 686,000 barrels in 1943. Under new price ceilings, the highest retail price for cranberries is expected to be about 43 cents per pound.

New Allocations Reflect Recent Crop Losses

The War Food Administration is allocating the available stocks equitably among the military, civilian and export claimants. Because of recent crop losses, the allocations have been revised recently.

Thirty percent of the crop will go to the U. S. military and armed services... nearly 66 percent of the crop will go to civilians. About 4 percent will go to our territories, allies and for other exports. Civilians will get their cranberries in fresh form chiefly as most of the canned and dehydrated packs will be used to fill war requirements.

Bright Berries-of-The-Bog Come From Native Plants

Massachusetts is the chief cranberry producing state. In fact cranberries are so intimately associated with Massachusetts that someone has said they must have come over on the Mayflower. But the ancestor-plant of the present cranberry was already growing in the marshes of Cape Cod when Plymouth colony was founded in 1620.

A number of references to feasts featuring "wilde turkey" and "sauce made with wilde cranberries" are to be found in old books in the Plymouth Historical Society.

Harvest Begins After Labor Day

In 1880 first use was made of the cranberry scoop for harvesting the bright berries-of-the-bog. Today's cranberry scoops are 15 inches wide, with 10 inch tines a quarter inch apart. These are used to comb the cranberries from the low vines which spread like a carpet over the bog.

A good cranberry picker averages ten to twenty bushels a day. Harvesting begins right after Labor Day and continues until the first of November.

Besides Massachusetts, other important cranberry producing states are New Jersey, Wisconsin, Washington and Oregon.

They Make Delicious Relish

Because cranberries will be limited, broadcasters may want to suggest methods of extending the supply the homemaker purchases. For a delicious uncooked relish that goes well with meat or poultry courses, add two cups of sugar to four cups of fresh cranberries and 2 whole oranges which have been put through the food chopper.

-----FACTS ABOUT U. S. MEAT EATING-----

Between 1935 and 1939 the average American was eating about 126 pounds of meat each year. Because the American farmer has broken all production records to provide meat since the war began, we have enough to supply the armed forces at the battle front...enough to help our allies...and provide the civilian consumer with more than he ate before the war. Civilian consumption for 1944 is expected to average about 145 pounds per person.

When pork was in good supply during January, February and March, civilians were getting enough meat to make an annual rate of 158 pounds per person... which was just a few pounds under the 163 pounds per capita in 1908... the highest meat-eating year on record in this country.

Here's How Our Meat Supply is Allocated:

For the six-month period from July through December there will be about 12-and-a-half-billion pounds of meat available for all purposes. War Food Administration's Office of Distribution has allocated this supply for most equitable use.

All Claimant Groups Receive Their Share

Over two-and-a-half-billion pounds will be going to the armed services. A billion pounds will be bought by the Office of Distribution for shipment to the United Kingdom, British War Services, Russia, liberated areas, the Red Cross and other war agencies for which the War Food Administration is the buying agent.

Fifty-eight million pounds will be sold for commercial export. And two-thirds of the available supply or about eight-and-a-half-billion pounds will go to civilians. Of course if some of the other claimants do not take their full allocation, additional meat will be released to civilians.

Of the 25 billion pounds of meat produced this calendar year, 43 percent will be beef and veal, a little over half will be pork and the remainder lamb and mutton.

-----DRIED FRUITS FOR THE HOLIDAYS-----

Homemakers will find a better supply of more dried fruits this holiday season than they did last year. The total supply of dried fruits for civilians the next 12 months however will be a little smaller than it was this year.

About Four Times More Dates Will Be on Market

Principal reductions for the coming year are in raisins, dried prunes and figs because there have been smaller crops of these fruits. On the other hand, there were good apricot and peach harvests... so civilians will get a part of the 1944 pack of these fruits. Practically all of the 1943 dried pack of these two fruits went for war requirements. Also there will be about four times the number of dates on the market as last year because imports from Iraq have been resumed.

Demand For Dried Fruits Continues High

Dried fruits are in heavy demand by the armed forces and our allies because they are relatively non-perishable and require less space for shipment than many other types of foods. For these reasons packers are required under War Food Order No. 16 to set aside their entire pack of dried apples, apricots, peaches, prunes, raisins and Zante currants to insure the availability of government requirements. The War Food Administration then releases for distribution in regular civilian channels the quantities not needed for war requirements.

Order Does Not Restrict Sale of Figs and Dates

The WFA has authorized packers to release substantial quantities of the 1944 pack into civilian channels as rapidly as possible. In addition, quantities of raisins from the 1943 pack were released some time ago in order to reach grocery stores in the early fall before the 1944 pack came on in volume. The sale of figs and dates to civilian markets is not restricted by the order.

The civilian share of all dried fruits is 52 percent of the 612,000-ton allocable supply. The balance is earmarked for the military services and for export to our allies and to friendly nations. So, in the coming 12 months, the civilian supply will be slightly less than 5 pounds per person. This compares with 5-1/2 pounds during the past year and a pre-war average (1935-39) of over 5-1/2 pounds.

-----APPLES FOR A YEAR OF DAYS-----

For the twelve-month period ending next July, 103-million bushels of apples... either in fresh or in processed form...will be available to U. S. civilians. This is 83 percent of the estimated 125-million-bushel total supply, and 13 pounds more for each person than was available last year.

All Dried Apples Slated For War Uses

The 21-million bushels remaining have been allocated to the U. S. military services and to our allies and territories. The greater percentage of the apples shipped abroad will be in processed form. And all dried apples are scheduled to go for war requirements.

On October 1 the apple harvest was estimated at over 122-million bushels compared with over 89-million bushels last year. The allocable supply of nearly 125-million bushels includes processed stocks on hand and expected imports of fresh apples and concentrates.

Processed Products Comprise Majority Civilian Supply

While civilians will get no dried apples, they will get substantial quantities of processed apple products. The War Food Administration which divides the supply has allocated them 338-million pounds of canned apples, 65 percent of those produced...72-million pounds of apple butter, 46 percent...49-million pounds of frozen apples, 99 percent...66-million pounds of apple jellies, 79 percent...437-million pounds of cider vinegar, 95 percent...and 80-million pounds of apple cider, 100 percent. The combined total will be 63 percent of the quantity of apples processed.

While the civilian per capita supply of apples will be slightly more than 38 pounds compared with 25 pounds last year, the apple crop is only average this year. Because of war requirements, the quantity available the coming twelve months for civilians is 10 pounds less than the amount bought per person from 1935 to 1939.

-----CELERY STALKS THE MARKET-----

There's plenty of celery available on the markets now. A large part of the celery supplies are from Michigan where yields are above average and of fine quality.

The principal markets for the Michigan crop are the North Central and Mississippi States. New York has a fine crop also and is supplying mainly the Eastern States. California, Ohio, Pennsylvania, Colorado, Idaho, Utah and New Jersey are providing their respective areas with celery now...though some of the Western crop is sprinkled over wide sections of the country.

It Adds Variety to Salads, Soups and Stews

Celery deserves special mention on the menu because of its flavor and crisp texture. The hearts are especially good raw. The coarser stalks can be used for cooking.

The tender green leaves go well in salad, while the coarser leaves may be used fresh or dried in soups and stews.

-----THIS IS THE CURRENT FISH STORY-----

There is now 33 percent more fish in cold storage in the United States than there was last year. With fish now in such an abundance, homemakers are urged to serve this protein food more frequently.

Americans are favored with about 160 species of edible fish. Thirteen of these make up 70 percent of the supply reaching consumers. These are: Salmon, mackerel, haddock, cod, flounders, rosefish, croakers, whiting, halibut, pollock, shrimp, crabs and oysters.

At the present time the fish that need consumer attention are: From the sea, mackerel, cod, whiting, haddock, rosefish, croakers, flounders, scup and hake. From the lakes and rivers the fish now in good supply are lake herring, lake trout, pike and carp.

Correct Cooking Methods Stimulate Increased Consumption

Food habits to a large extent determine the areas in which certain fish are distributed. Poor cooking methods have made some of the varieties now in good supply unpopular.

Inadequate freezer facilities in the past have also limited the distribution of more perishable fish. Modern freezing procedures and storage are now under rigid supervision, so correct cooking methods will stimulate increased liking.

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* BEST BUYS IN FRESH FRUITS AND VEGETABLES *

* Based on comparative abundance and relatively low *

* price, in most retail markets of the Southwest, *

* as reported by the WFA Office of Distribution. *

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Citrus challenged the leadership of apples in the fruit group as this year's large crop of grapefruit and oranges began to move in moderate volume from Texas producing areas. In addition to a variety of uses for apples and citrus fruits separately, homemakers will find their dual abundance this fall a happy combination for fruit salad bowls and desserts.

Other fruits are much less plentiful than in recent weeks but grapes, pears, peaches and honeydew melons continue to appear on the "best buy" list at occasional markets.

"Best Buys" In Key Markets

ARKANSAS: Little Rock....Colorado onions, California tokay grapes,
Colorado cabbage, Bliss Triumph potatoes,
sweet potatoes.

COLORADO: Denver.....Apples, oranges, tomatoes, bunched beets, carrots,
turnips, cabbage, cauliflower, celery, onions.

KANSAS: Topeka.....Head lettuce, onions, pears, apples, grapes.
Wichita and Citrus fruits, apples, potatoes, onions, lettuce,
Hutchinson.....tomatoes, cabbage, carrots, turnips, green beans.

LOUISIANA: Baton Rouge....Snap beans, mustard greens, cabbage, onions,
apples, Irish potatoes.
New Orleans....Tomatoes, cabbage, potatoes.
Shreveport....Oranges, grapefruit, onions, Irish potatoes, cabbage.

NEW MEXICO: Albuquerque, Dry onions, cabbage, carrots, cauliflower, bell
Gallup and peppers (green and red), potatoes, acorn and
Santa Fe....hubbard squash, turnips, oranges, fresh dates.

Roswell, Onions, acorn squash, cauliflower, beets, carrots,
Carlsbad and green corn, mustard greens, turnips, okra, bell
Las Cruces....peppers, tomatoes, fresh grapes, celery, blackeyed
peas, radishes, lettuce, sweet potatoes, peaches,
Delicious apples, cooking apples, honeydew melons,
mountain cabbage.

OKLAHOMA: Oklahoma City..Apples, cabbage, citrus, lettuce, onions,
potatoes, sweet potatoes.

TEXAS: Fort Worth....Cabbage, onions, peppers, potatoes, sweet
potatoes, tomatoes.

Houston.....Potatoes, onions, lettuce, mustard, apples, citrus.

-----CABBAGE FOR VITAMIN C-----

Cabbage, one of our popular fall and winter vegetables which is in abundant supply in most markets now is an outstanding source of vitamin C. For this reason it's been included with citrus fruits and tomatoes in Group Two of the Basic Seven food chart.

A cup of raw cabbage will furnish nearly a third of the daily requirements of vitamin C. Cabbage, like other leafy vegetables, is one of the least fattening of foods.

Its low fuel value and the abundance of cellulose make it particularly valuable when the consumer desires to keep his energy intake low and yet satisfy his appetite with a food of sufficient bulk.

Cabbage is particularly plentiful throughout the Midwest and East because big crops now are being harvested in Wisconsin and New York. Other areas bringing in cabbage crops in volume are Michigan, Pennsylvania, Colorado and North Carolina. Other areas are in smaller production.

-----RICE SET-ASIDE QUOTAS REDUCED-----

War Food Administration has reduced by 10 percent the amount of certain classes of short grain milled rice produced in southern states which must be set aside for war uses. At the same time this reduction was announced, WFA eliminated altogether the set-aside requirements on long varieties.

Elimination of the set-aside on long grain varieties, produced principally in Arkansas, Louisiana and Texas, affects about one-fourth of the total milled production which is estimated at about 18-and-a-half-million 100-pound sacks. Short grains, on the other hand, constitute about three-fourths of the total and are the only varieties subject to the 25 percent set-aside provision. Some of these varieties are Blue Rose, Early Prolific, American Pearl, Ark Rose and Zenith.

The reason WFA reduced the amount to be set aside for war purposes is because the War Department expects to confine future purchases to long grain varieties and indications are that army needs can be met without use of the set-aside order.

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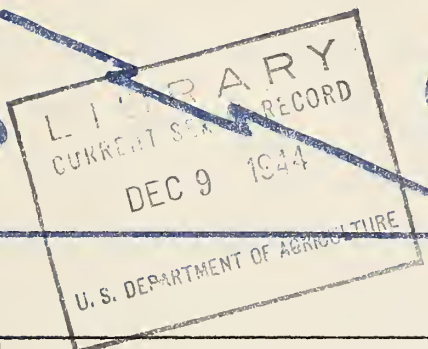


DALLAS, TEXAS
October 28, 1944
No. 44

Radio Round-up

on food...

For Directors of
Women's Radio Programs



IN THIS ISSUE

BEEF PICTURE CHANGES...Favorable prices and more feed mean civilians can expect more and better grades of beef.

CATTLE IN INDIA...perform work as beasts of burden...Hindus consider cows sacred...and maintain homes for aged animals.

SUGAR ON THE WING...More honey for housewives.

KEEPING FOOD PRICES DOWN...Campaign begins to hold-the-line on food prices...Grocers take anti-inflation measures.

DOUBLE THE FREE RED TOKENS...Hard fats for industrial uses must still come from American households and public eating places.

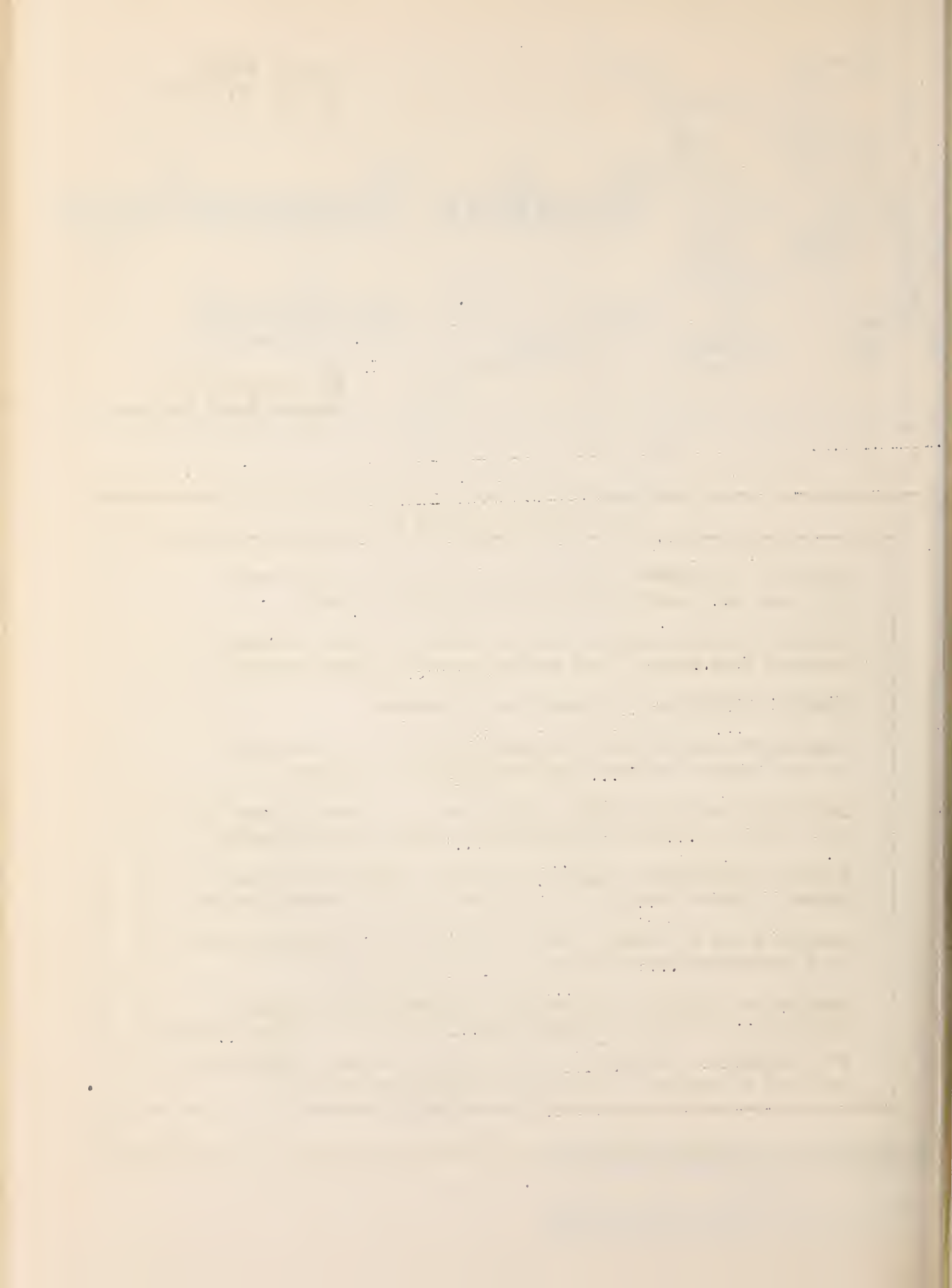
SENSIBLE SANDWICHES...make good lunches..."Spreads" add taste appeal...Butter nutritive value...and different breads variety.

ANOTHER SLICE OF CHEESE...Higher production and reduced government set-asides give civilians more cheddar cheese.

"EATING UP" NUTRITION...Specialists emphasize importance of proper diet for school children...and recommend hot school lunch.

FOOD BARGAINS...citrus fruits and apples...cabbage and potatoes...top list of best food buys at key southwest markets.

WAR FOOD ADMINISTRATION
Office of Distribution



-----BEEF PICTURE CHANGES-----

American civilians can expect more of the better grades of beef this fall and winter than was previously anticipated.

The feed grain supply at this time is more abundant than last year, and the price range more favorable. This has meant a heavier movement of cattle into feed lots this October.

Instead of getting a lot of utility beef now and limited supplies later on, the movement of cattle to feed lots will mean our beef supply will be stretched over a longer period.

Market Change Means More and Better Grades of Beef

This marketing change also means more beef and better grades of beef. While grass alone produces acceptable meat, the best and more desirable beef is produced by finishing on corn and other concentrates in the feed lot.

At present American civilians are getting about 69 percent of the beef supply. Packers operating under federal inspection are required to set aside 60 percent of the choice, good, commercial and utility beef that meets Army specifications.

Because not all beef slaughtered under federal inspection meets Army specifications and because one-fourth of the beef supply is not slaughtered under federal inspection, it is estimated that about 30 percent of our total beef will be going to the U. S. military forces and other war agencies. Less than 1 percent is going for lend-lease requirements.

-----CATTLE IN INDIA-----

India has more cattle than any other country in the world. But they occupy a very different place in the agriculture of India than in the United States. Here, our cattle are used primarily for milk production and for beef. In India their chief function is to perform work, both on farms and in highway transportation. The only exceptions to this are a few breeds of milking cattle, and the water buffalo of northern India which provides milk and meat.

The water buffalo is not considered holy by the Hindu, in contrast with his reverence for the cow. Consequently, the water buffaloes of northern and central India are used primarily for milk production; and also for meat consumption by that portion of the population that eats meat. Most Indians are vegetarians, depending upon milk and milk products for their animal protein.

Dairies Use Coolies to Deliver Milk

Large commercial dairies are maintained within the limits of most of the larger cities. In Bombay, for example, approximately 50,000 dairy cattle and buffalo are kept within the city limits. In the densely populated portions of the cities, milk delivery is made by coolies.

Two to four gallons of milk may be carried in a brass or other metal container on the head of the coolie. As he passed from door to door the amount

his customer requires is dipped out into the customer's container.

Refrigeration is rarely available, and very few sanitary precautions are taken. One institution that was attempting to provide pure whole milk to its customers sent delivery boys out with milk that had been locked in tightly sealed milk cans. The milk was drawn off for each customer through a faucet at the bottom of the can.

Hindus Support Homes for Aged Cows

Another interesting feature of the cattle industry in India is the maintenance of old-cattle homes. Approximately 1,500 of these exist in India. They are maintained by donations as a charity from wealthy Hindus. All cattle are sacred to the Hindu and if an animal is too old to be useful or is crippled or diseased, it is often sent to one of these homes.

-----SUGAR OF THE WING-----

The queen honey bee and her lady helpers, the working bees, have stored over 185 million pounds of honey this year, in addition to what they have required for their own three square meals a day. The bees didn't let us in on their production records. These estimates are based upon preliminary reports to the U. S. Department of Agriculture from over 6,000 beekeepers. A final report for this year will be issued in December or January.

While the domestic crop this year is about four million pounds short of last year, there is a larger amount in beekeepers' hands this October. Also we can expect continued imports from Mexico, South America and the Caribbean area. All in all the homemaker should be able to buy slightly more honey than last year.

Beekeepers Market Honey Directly to Consumers

A large portion of the domestic honey will be sold directly by beekeepers to the housewife and the neighborhood store...instead of through commercial packers. This has been the selling practice in the past year or two because of the more favorable retail price for honey. Most of the supply will be for civilians because military requirements are low...and mostly to camps in this country.

Sweet clover, white and alsike clovers and alfalfa are the chief sources of honey in this country. Honey with distinctive flavors also comes from the tupelo trees of the South, from orange blossoms and cotton blossoms, from the wild sage of the foothills of California, the star thistle of the Pacific coast, buckwheat, mesquite, fireweed and many other flowers.

Bees Blend Their Own Honey

In order to have a uniform product for marketing, two or more honeys are often blended by the packer. This helps to insure the same color, flavor and consistency during the different seasons and from year to year. Often the bees themselves serve as blenders, combining the honey from half a dozen or more different sources in the same honey comb.

Honey Furnishes Energy

Like all other sweets, honey is an energy-producing food. About three-fourths of honey is sugar...mostly dextrose and levulose...in a form easily digested. In addition to the sugar content, honey contains minerals such as iron, calcium and phosphorus, but not enough to make it an important source of these minerals in the diet. About 1-1/2 tablespoons of honey will furnish the body 100 calories.

Honey should be stored in a dry place at room temperature...otherwise it absorbs moisture and will ferment as any other sugar sirup. If honey does crystallize, it can be brought back to liquid again by putting the container in a pan of warm water until crystals have melted. Many homemakers prefer honey in the crystallized or granulated form.

-----KEEPING FOOD PRICES DOWN-----

An important phase of the over-all Food Fights For Freedom program is the present campaign to hold-the-line on food prices. Since half of the inflation that accompanied World War I came after the Armistice, the critical time in the battle against inflation lies in the months just ahead.

So that history won't repeat itself, grocers and consumers are redoubling their efforts now to watch and keep OPA ceiling prices on food.

Grocers Deserve Praise for Anti-Inflation Measures

Grocers are making a special organized effort to display ceiling price posters where customers can easily see them. Homemakers are being urged to check the selling price of purchases with these ceiling lists. They should discuss overcharges with their grocers...and since praise helps...express appreciation to their grocers when all prices are found to be at or below ceilings. Repeated overcharges should be reported to the local Price and Rationing Board.

Average Family Spends 40 Percent of Income for Food

This campaign is important because at present, the average family spends 40 percent of its income for food. Some families spend even more to get a nutritious diet. Thus any advance in food prices would work a hardship on millions of families.

-----DOUBLE THE FREE RED TOKENS-----

Salvaged kitchen fats are termed "hard fats", the type we used to import from the Philippines, Dutch East Indies and Malaya. With these Pacific imports cut off, a large percentage of the hard fats needed to make munitions, lubricants, medicines and soap for war purposes must still come from American households and public eating places.

While the fat salvage campaign brought in about 180 million pounds of fats in the past twelve months, about 500 million pounds are wasted annually in this country. This means homemakers are getting less than half the extra free red points they might.

Ways to Save Used Kitchen Fats

There are lots of ways to save used kitchen fats. Bits of fat trimmed from chops and roasts may be saved in a small bowl in the ice-box. Once a week when the oven is on, these savings can be melted down.

Broiling pans, roasters and frying pans should be scraped for extra fat before they are washed. Soups, stews and gravies can be skimmed for excess fat. No matter how dark or old the grease may be it's all good for industrial use. And there's the advantage of getting 2 free red points and 4 cents for every tin of salvaged fats taken to the butcher.

-----SENSIBLE SANDWICHES-----

Did you know that nearly half of the workers in manufacturing industries obtain food from lunch stands, canteens, food wagons and food dispensers? According to a recent national survey conducted by the War Food Administration they do. This means sandwiches are an important part of the lunch menu for these workers...and for many others who find it inconvenient or impossible to secure a plate lunch.

The War Food Administration considers sandwiches important enough to devote the whole October issue to them in their new monthly bulletin to food managers in industrial plants, restaurants, hotels and hospitals. Many of the tips in this publication, "Serving Many," though intended for the dieticians, could be put to good advantage by the homemaker who packs a daily lunch for the working crew in her family.

Salad dressing and mustard-flavored "spreads" add some calorie value and flavor to sandwiches, but are not a substitute in nutritive value for butter and fortified margarine, and shouldn't be used in place of them.

Current Plentiful Foods Make Good Sandwiches

There are many plentiful foods this month that make successful sandwiches. A filling of peanut butter and marmalade or other tart conserve makes easy to prepare sandwiches that are usually well liked. Peanut butter is a rich source of protein and contains appreciable amounts of the B vitamins.

Citrus marmalade, combined with cream or cottage cheese, does a double job of extending the cheese and making a good sandwich. Utility grade beef, unrationed cuts of pork, and the variety meats make delicious sandwich fillings when properly prepared. They're high in food value, too.

Different Breads Add Variety to Sandwiches

Use enriched white, whole wheat, cracked wheat, and rye breads for most sandwiches. Try "two-toned" sandwiches by using a slice of white and a slice of whole-wheat bread, to increase the use of whole-grain cereal.

To make sure variety, the spice of life is present, occasionally use special breads, such as steamed brown bread, nut bread and fruit breads. Simple fillings such as whipped butter, cream cheese, and sliced American cheese, are the most suitable to combine with these fancy breads.

Dieticians who wish to be put on the mailing list of "Serving Many", should address their requests to: War Food Administration, 425 Wilson Building, Dallas 1, Texas.

-----ANOTHER SLICE OF CHEESE-----

Civilian supplies of cheddar cheese are expected to be about four to six million pounds larger during November and December than in the same two months in 1943. This increase is possible because production is higher. Output of cheddar cheese in 1944 is estimated at about 780 million pounds, compared with 765 million pounds in 1943...step-up of fifteen million pounds.

WFA Reduces Government Cheddar Cheese Set-Aside

The quantities of cheddar which manufacturers must set aside for sale to government agencies will be reduced by the War Food Administration from forty percent of production during October to twenty-five percent of production during November and December.

The reduction follows the War Food Administration policy to adjust war purchases so that monthly supplies of cheddar cheese for civilians will be fairly even.

Military Requirements for Cheese Fail to Decline

While cheese requirements by the armed forces and for lend-lease will be greater in these two months than the amount obtained under the set-aside, the balance will be made up from supplies obtained for these purposes during summer months of high production.

About 360 million pounds of cheddar cheese will have been set aside for war uses during the year as a whole. This is about 20 million less than last year. This reduction in government purchasing does not mean a decline in war requirements...last year the war agencies not only had to buy cheese to meet current needs...but also enough to build working inventories.

-----"EATING UP" NUTRITION-----

Thousands of communities are now operating school lunch programs in order that their children will get a noontime meal which provides at least one-third of the daily food requirements.

WFA Offers Financial Aid for School Lunch Programs

The War Food Administration offers financial aid to communities needing some assistance to provide well-balanced lunches. The type A lunch which the WFA particularly recommends may be served either hot or cold. It must include a small serving of meat or another protein food, three-fourths cup vegetable and fruit, whole-grain or enriched bread, butter or fortified margarine, and a half pint of milk if possible.

Desserts are optional. The foods themselves determine the nutritive value, but generally the communities prefer to have at least one hot dish at lunch, because it's more appetizing to most children.

Nutrition Specialists Emphasize Proper Feeding

Nutrition specialists believe that one year of right feeding in the life of a child is more important than 10 years after 40. While it may be possible to change eating habits after a person is 40 years old, it's usually impossible to change body structure.

Groups who are desirous of getting more information in regard to community school lunch programs should write the Regional Office of Distribution, War Food Administration, 425 Wilson Building, Dallas 1, Texas.

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* BEST BUYS IN FRESH FRUITS AND VEGETABLES *

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* Based on comparative abundance and relatively low price, in most *

* retail markets of the Southwest, as reported by the WFA Office *

* of Distribution. *

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Citrus fruits and apples head the War Food Administration's current list of best food buys and supply most of the fruit demand in the Southwest. Grapes and pears are still good buys at several points, but only an occasional market listed any other fruit.

Cabbage and potatoes wrested leadership from onions in the vegetable parade and led off a colorful list of vitamin-rich items. This is the first time in more than two months that onions have not been in first place. Lettuce, carrots, tomatoes, sweet potatoes and turnips and greens all hold high-ranking places, while various locally grown winter vegetables are popular in their own producing areas.

"Best Buys" in Key Markets

ARKANSAS: Little Rock Texas oranges and grapefruit, Washington apples, Florida limes, Emperor grapes, Arizona carrots, fresh turnips and tops, California head lettuce, Colorado cabbage and cauliflower.

COLORADO: Denver.....Apples, pears, grapefruit, tomatoes, cabbage, cauliflower, lettuce, onions, potatoes, squash.

KANSAS: Topeka.....Grapes, head lettuce, apples, grapefruit, celery.

Wichita and) Apples, grapes, citrus fruits, potatoes, lettuce,

Hutchinson) celery, cabbage, carrots.

LOUISIANA: Baton Rouge....Cabbage, onions, potatoes, mustard and turnip, green.

New Orleans....Tomatoes, celery, potatoes, onions.

NEW MEXICO: Albuquerque,) ..Yellow onions, cabbage, carrots, cauliflower,

Gallup and) ..celery, lettuce, sweet potatoes, Irish potatoes,

Santa Fe) hubbard squash, oranges, pumpkins.

Las Cruces.....Onions, oranges, apples, grapefruit, cabbage,
turnips, corn, potatoes, yams.

Las Vegas.....Onions, potatoes, cabbage, carrots, turnips,
beets, local apples.

Roswell.....Celery, beets, squash, cucumbers, lettuce,
tomatoes, green beans, turnips, radishes,
green corn, sweet potatoes, cauliflower, bell
peppers, okra, mustard greens, apples, grapes,
pears, cooking apples, oranges, grapefruit,
honeydews.

OKLAHOMA: Oklahoma City..Apples, cabbage, carrots, lettuce, citrus,
potatoes, sweet potatoes, tomatoes.

TEXAS: Fort Worth.....Apples, cabbage, carrots, grapefruit, onions,
potatoes, sweet potatoes, tomatoes; and locally
grown beets, turnips, mustard and turnip greens.

Houston.....Potatoes, string beans, onions, cabbage, carrots,
apples, pears, oranges.

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DALLAS, TEXAS
November 4, 1944
No. 45

Radio Round-up

on food...

For Directors of
Women's Radio Programs

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medicine...and other battlefront supplies.

SALTED PEANUTS CROSS THE SALTY DEEP...to satisfy G. I. appetites.

FLORIDA CITRUS LOSS...hits grapefruit and orange crops heaviest.

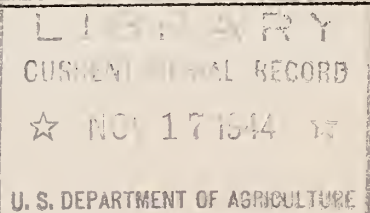
LEMON OIL IMPORTS...from Sicily supplement California output.

VITAMIN A YELLOW VEGETABLES...play big role in body functions.

MEALS GO SPANISH...while onions are cheap and plentiful.

WHAT TO BUY WHERE...Cheapest fruits and vegetables at key
markets.

WAR FOOD ADMINISTRATION
Office of Distribution



North American

1880

THE NORTH AMERICAN
PUBLISHED WEEKLY
AT THE OFFICE OF THE PUBLISHER
No. 10 N. 2nd St. N. W.
WASHINGTON, D. C.
Subscription price, \$5.00 per annum in advance.
Single copies, 10 cents.
Entered as Second-Class Matter, May 2, 1879.
Postage paid at Washington, D. C., May 2, 1879.
Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917.
Authorized Agent, The National Bureau of Publications, Printing and Distribution, Washington, D. C.

Published by The National Bureau of Publications, Printing and Distribution, Washington, D. C.

AMERICAN FOOD IN THE WORLD'S TRADE CHANNELS

One of the essential functions of the War Food Administration is to see that the harvest from American farms is distributed in the fairest way possible. This means our food stocks are allocated among the armed forces, civilian population, fighting allies, territories, and foreign relief feeding programs.

WFA September Food Deliveries Total 650 Million Pounds

In line with these allocations, the War Food Administration...which does the buying for lend-lease and certain other war programs...did a grand scale job of food delivery in September. The total of all September deliveries by the War Food Administration of food and other agricultural products under lend-lease and other war programs, was over 6 hundred and 50 million pounds.

Of this total, 83 percent or almost 542 million pounds were delivered for shipment to the Allies under lend-lease. The remaining 17 percent...some one hundred million pounds...went to our territories, a share to the armed forces, the Red Cross, foreign relief groups, the school lunch program and other civilian agencies in the United States.

British Receive 58 Percent Of September Exports

The principal recipient of the September lend-lease deliveries was the United Kingdom and British possessions. About 58 percent of the agricultural commodities exported went to this ally. About 35 percent went to Russia and the remaining 7 percent was destined for Greece, West Africa, North Africa, the Netherlands, Poland, Yugoslavia and the French Committee of National Liberation.

Foods that played an important part for feeding abroad were meat products, dairy and poultry products, fats and oils, grain products, tobacco, fruits and vegetables...mostly dried prunes and dried peas and beans...cotton and fiber and sugar.

MAKING DIETS MEASURE UP FOR HEALTH

You've probably discussed the Basic Seven food chart many times and realize it may not be the one perfect food pattern for people in all parts of the world, but based on American foods it outlines a daily diet with adequate protein, calories, minerals and vitamins. The variety of foods in each group allows the individual selection to fit his pocketbook and personal preference.

Planned Meals Overcome Limited Diets

Diets are often limited by personal food likes and dislikes, religious principles, food allergies, or illness. Yet even within such limits, good meals can be planned from the chart. But it takes more thought and knowledge to make sure that meals supply what the body needs.

For example, if the use of meats and poultry must be curtailed, there are eggs, milk, cheese, and a variety of fish to use in order to get daily requirements of protein.

Diet Needs Come From More Than One Source

If milk and dairy products cannot be eaten because a person is allergic to these foods, it is difficult, but not impossible, to obtain the calcium and values of milk from other foods. For instance, green leafy vegetables are our "number two" source of calcium.

If the citrus fruits are scarce or too expensive to use for the daily supply of vitamin C, it is possible to use fresh or canned tomatoes, raw cabbage salad or raw turnips.

For low-caloric sources of vitamin A, an overweight person can depend upon the leafy, green and yellow vegetables.

Food Habits Worth Copying

In helping your listeners plan their meals...point out the seasons when different foods are cheapest, the most economical forms in which each food comes, and the most economical quantities in which to buy foods.

Also, in the food habits of various countries there are many customs that families in the United States would do well to copy or retain. There are the dark breads and the cheeses of Central Europe. There are the tender shoots, the green leaves and the bean sprouts of the Orient. There are the soups and stews of many lands that use the nutrients of bone and marrow and vegetable juices.

TURKEYS STILL GOING TO G. I. JOES

All turkeys that are now being marketed in the heavy producing areas and that meet army specifications are being shipped to servicemen and women in the more remote war theatres for Thanksgiving, Christmas and New Year's dinners. The War Food Order, which requires that all turkeys produced and marketed in specified areas must be held for or delivered to the Quartermaster Corps, cannot be revoked until all holiday turkey requirements for all military personnel have been met.

Time Grows Short To Fill QMC Turkey Needs

War Food Administration officials hope that turkey processors can speed up their offerings to the armed forces so that the order can be terminated in time for civilians to buy turkeys for Thanksgiving. Last year a similar embargo order was terminated on October 25. This year military requirements are higher and there is a shortage of labor in many processing plants; so it is taking longer to meet military needs for the 1944-45 holiday dinners.

As a result, turkey supplies for civilian Thanksgiving dinners will be short of demand...even though the turkey crop this year is the biggest on record. Civilian supplies for Christmas and New Year's Day probably will be considerably larger.

TIN CANS WITH TRAVEL PRIORITY

Yes, the tin can that once held your coffee and shortening, many of your commercially packed fruits and vegetables, your tooth powder and tennis balls has gone to war.

The qualities that make cans valuable and convenient in distributing civilian food supplies make them essential in transporting food...over long distances and under varied climates...to our fighting men. We even owe the widespread use of canned foods to a war. The idea of preserving and transporting foods in sealed containers was first exploited by Napoleon's engineers in preparation for the invasion of Russia.

Battle Front Kitchens Depend On Canned Food

Today, many of the Basic Seven food groups are supplied our expeditionary forces largely by means of cans. Unless the men are based where frozen meats and poultry can get proper refrigeration, their meat, poultry and fish is canned. Their total supply of tomatoes and citrus fruits is canned. About 97 percent of the leafy green and yellow vegetables and 96 percent of other vegetables...excluding potatoes...are canned. Seventy-eight percent of their fruits, other than citrus, are canned. Also 85 percent of their milk and milk products.

The rations of U. S. fighting forces at home and abroad include milk solids equal to a pint of fluid milk a day. To get this ration abroad the milk must either be evaporated or dried. In addition to the regular base camp food, special field rations to sustain our forces in the thick of battle are also packed in cans.

Peacetime Containers Play Wartime Role

Other cans familiar to consumers in peacetime, and also specially designed containers, are playing their part in the war effort. For instance, cans intended for floor wax are carrying oil for lubricating military equipment. Cans that used to hold shortening now carry graphite grease for aircraft. Household oil cans contain cleaning fluid for rifle bores. The tin box for bread and cookies hold ammunition. Coffee cans contain very pistol projectiles and bomb fuses. (Very pistols are used to fire signal flares and lights.)

Cans carry drugs, ointments, medicines and dressings that bring speedy relief to the sick and wounded. Those containers that once were made for tennis balls are standard containers for precious blood plasma. The kit consists of two hermetically sealed tennis ball cans...one containing a bottle of distilled water, the other a bottle of the plasma. Together with complete transfusion unit and full directions. As a result of this packaging technique, the time for a transfusion has been reduced from 45 minutes to 5 minutes. Thus transfusions may be administered to the wounded on the battlefield.

Tin Cans Contain Both Steel And Tin

Tin is one of the most perfect protective coverings, but it is less than two percent of the so-called "tin can." Steel, which provides the durability of the container and the real protection to the contents, makes up the other ninety-eight percent. Because of the tin, and perhaps additional lacquer-coating, it is just as safe to keep canned food in the tin as it is to empty the food into another container. However, the can must be kept cool and covered to offer the same protection given any other left-over cooked food.

SALTED PEANUTS CROSS THE SALTY DEEP

Salted peanuts in 8 ounce cans will be sold this year at post exchanges to our soldiers. Military requirements call for more than 127 million pounds of both Spanish and Virginia type peanuts this year packed in tin containers.

The boys overseas have been calling for salted peanuts for a long time, but only last spring was there sufficient metal available to permit packing peanuts in tins. Shelled peanuts do not keep fresh otherwise.

Army Wires Washington For Peanuts

Just before WPB granted approval of the use of tin for containers, the Quartermaster Corps in Europe sent a message to Washington saying: "The boys at the front insist on having salted peanuts. Send some along, even if you have to pack them in bushel baskets."

As it is not likely that all of the 11 million or more who have the opportunity to buy will do so, there should be enough salted peanuts to mean more than 25 cans apiece for the men and women in the armed services that are peanut fanciers.

Mess Halls Feature Peanut Butter Often

Peanut butter is not being bought by the soldiers themselves, but is a staple item in the army diet and is frequently seen on the mess table. The estimated demand for peanut butter by the army and navy this coming year totals 73 million pounds.

FLORIDA CITRUS LOSS

A month ago your listeners could have looked forward to finding Florida grapefruit and oranges even more plentiful than last year. Well, the hurricane which struck Florida and the Atlantic Coast October 19 to 21 caused heavy damage to fruits and vegetables in Florida and some damage to vegetables in the Carolinas. Here is the first official report from the United States Department of Agriculture on losses and size of crops now expected.

Storm Reduces Grapefruit Production 43 Percent

Florida production of grapefruit for the 1944-45 season is now down 43 percent... from 36 million boxes to 20 and a half million boxes. This means 10 and a half million boxes less than last season. The heaviest percentage loss was in the seedless variety. Production of this variety is expected to be 48 percent less... or nearly 8 million boxes... 7.8... in comparison with 15 million boxes estimated on October 1.

The other varieties are now indicated at nearly 13 million boxes... 12.7... 40 percent less than the 21 million boxes estimated October 1. Salvage of blown off and fallen grapefruit will probably amount to only about 600,000 boxes as a high proportion of the fruit does not pass inspection. Quality of the fruit on the trees has also been reduced by the storm and more of the crop than usual will be in the lower grades.

Orange Crop Falls 10 Million Boxes Short

Production of all Florida oranges for this season is expected to total 42 million boxes, a reduction of 10 million from the October 1 estimate. The early and mid-season crops which are marketed primarily from October to February were chiefly damaged. Valencias which come on the market from February to June do not show as great a storm loss. Only a small percentage of the blown-off oranges will be salvaged.

Tangerines Escape With Light Losses

The loss of tangerines in Florida is less than for grapefruit and oranges. The crop was reduced from 4 million 7 hundred thousand boxes to 4 million 4 hundred thousand.

Vegetables seriously affected were snap beans, cabbage, celery, cucumbers, eggplant, green peppers, tomatoes and early potatoes in Florida and snap beans in South Carolina.

LEMON OIL IMPORTS

Lemon oil shipments from Sicily are now being resumed for the first time since the war. This oil is used for flavoring in a wide variety of food products from lemon drops and beverages to army K rations. It also is an ingredient in medicines, soap and some cosmetics. All of the lemon oil imported from Sicily this year is being used by the armed forces.

California And Sicily Supply Lemon Oil

Up until 1930 most of the lemon oil for the world came from Sicily. Then a lemon oil industry was started in California to use the cull fruit. Since then, California has been able to supply the normal needs for this country. However, there has been a heavy wartime demand for this flavoring oil and at the same time more lemons are being used in fresh form, so it is necessary to import some lemon oil to supplement domestic supplies.

Rind Of The Fruit Produces The Oil

Lemon oil is found in the rind of the fruit. In Sicily this oil is released by working the rind by hand...then absorbed with a small hand sponge. In California, mechanical methods are used. One process presses the fruit, rind and all, then the juice passes through a centrifugal separator which removes the oil.

VITAMIN A YELLOW VEGETABLES

Pumpkins and hard shell squash...chiefly hubbard, acorn and marrow...are now plentiful in all sections of the country. Supplies in some areas are not as heavy as they have been in other years, but homemakers can still include one of these vegetables of American origin in fall meals.

Pumpkins and squash are both good sources of vitamin A, as are other deeply yellow vegetables. The outstanding function of vitamin A is the role it plays in the building and functioning of normal cells of the body's external and internal surface membranes.

A shortage of vitamin A may thus affect the skin or the mucous membrane in any part of the body as the eye, the respiratory tract or the digestive tract. The keenness of sight of aviators and of industrial workers is reported to have been increased, and the night accidents of automobile driving decreased, by diets of higher vitamin A value.

Pumpkin Pie Adds Spice To Autumn Meals

Spicy pumpkin pie is one of the joys of fall...make it rich with top milk and eggs. Squashes are good whether baked, boiled, steamed or made into a squash pie.

MEALS GO SPANISH

Cold weather whets our appetite for hot Spanish food so popular in the Southwest. Recipes brought here by those early conquistadors and Franciscan padres were easily adapted to the agricultural products which grew so well in the virgin soil. Each generation has added its touch to the preparation of these Spanish foods until today tacos, hot tamales and enchiladas of the Southwest vie with the Creole dishes of the deep South.

Onions Are Essential To Spanish Dishes

Spanish and Creole dishes share one ingredient in common...the onion. In the old days the cook draped her kitchen with strings of onion plaited together by their tops. Thus the winter's supply was properly stored and readily available for immediate use. The pungent odor of a hacienda kitchen always reflected the kind of spicy food that came from its ovens. Even today in many places of the Southwest, these plaits of onions serve more than just a decoration for patio walls.

When homemakers begin planning Spanish meals, they will find all recipes call for plenty of onions. And, unless homemakers take advantage of the cheap, high grade onions now on the market, they may find no supplies later on. Although they may not wish to decorate their kitchens with plaits of onions, they will do well to store at least 20 or 30 pounds.

* * * * *

BEST BUYS IN FRESH FRUITS AND VEGETABLES	*
Based on comparative abundance and relatively low	*
price, in most retail markets of the Southwest,	*
as reported by the WFA Office of Distribution.	*

* * * * *

Thrifty, nutrition-wise homemakers should find food marketing packed with excitement this week. Variety keynotes the supply situation throughout the Southwest. . . .

Fresh vegetable bins are filled to overflowing with vitamins-in-the-rough and energy-and-minerals-in-the-raw. Onions, which suffered a temporary set-back in popularity last week, moved back to the head of the War Food Administration's list of best food buys to provide flavor and appetite appeal for any menu-combination. Mentioned at every key market in the Region, their leadership this week is without challenge.

Abreast in second place in the vegetable group stand cabbage, lettuce, and potatoes, plentiful and reasonably-priced in at least two-thirds of the Region. Next in line, tomatoes and sweet potatoes drew an equal number of votes. Fourth place fell to carrots, turnips and squash, a nutritious and versatile trio. Several other fall vegetables were favorites near areas where they are produced locally.

This week's fruit basket is colorful and vitamin-rich. Apples and grapefruit share the lead, with oranges in second place. For variety, pears, grapes and plums made the list at scattered markets. Cranberries, with their tantalizing prelude to holiday flavor and color, were mentioned for the first time this week.

"Best Buys" in Key Markets

ARKANSAS: Little Rock....Yellow onions, Washington apples, California Emperor grapes, Colorado cabbage, Colorado potatoes, Texas oranges and grapefruit.

COLORADO: Denver.....Apples, grapefruit, pears, tomatoes, cabbage, carrots, cauliflower, lettuce, onions, pumpkins.

KANSAS: Topeka.....Grapes, grapefruit, apples, lettuce, onions.
Wichita and)...Irish potatoes, sweet potatoes, lettuce, carrots,
Hutchinson) celery, citrus fruits, grapes.

LOUISIANA: Baton Rouge....Snap beans, white potatoes, onions, apples.
New Orleans....Lettuce, potatoes, onions, apples.
Shreveport....Oranges, grapefruit, onions, cabbage, Irish potatoes, greens.

NEW MEXICO: Albuquerque,...Onions, cauliflower, sweet potatoes, turnips,
Gallup and hubbard squash, Texas oranges and
Santa Fe grapefruit.
Grants.....Onions, cabbage, carrots, potatoes, sweet potatoes, apples, cauliflower.
Las Vegas.....Onions, lettuce, tomatoes, celery, cabbage, squash, pears, apples, oranges, grapefruit, plums.
Las Cruces....Onions, apples, oranges, grapefruit, potatoes, yams, cabbage, spinach, turnips.
Roswell:.....Onions, cabbage, spinach, beets, cauliflower, celery, cucumbers, turnips, sweet potatoes, tomatoes, green beans, lettuce, hubbard squash, carrots, apples, bell peppers, pears, grapes, cranberries.

OKLAHOMA: Oklahoma City..Apples, cabbage, grapefruit, lettuce, onions, oranges, potatoes, tomatoes.

TEXAS: Fort Worth....Apples, cabbage, grapefruit, lettuce, onions, potatoes, squash, sweet potatoes, tomatoes.
Houston.....Onions, potatoes, lettuce, turnips, mustard, cabbage, apples, grapefruit.

1870
The first of the year was a very dry one, and the crops were much injured by the drought. The weather was very hot, and the crops were much injured by the drought. The weather was very hot, and the crops were much injured by the drought.

The second of the year was a very wet one, and the crops were much injured by the drought. The weather was very hot, and the crops were much injured by the drought. The weather was very hot, and the crops were much injured by the drought.

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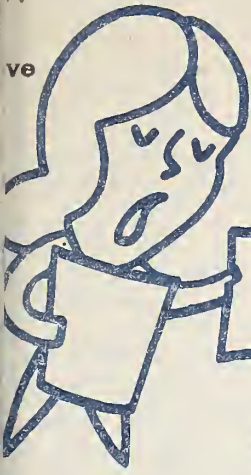
The fifth of the year was a very dry one, and the crops were much injured by the drought. The weather was very hot, and the crops were much injured by the drought. The weather was very hot, and the crops were much injured by the drought.

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DALLAS, TEXAS
November 11, 1944
No. 46

Radio Round-up

on food...

For Directors of
Women's Radio Programs

I N T H I S I S S U E

SWEETS FOR BY AND BY...conditions indicate 1945 sugar supply will be about the same as it was in 1944.

THANKSGIVING MEAT COURSE...offers substitutes for turkey... since supplies won't be adequate to meet civilian demands.

YES, WE EXPECT SOME BANANAS...from Central America and Mexico.

CHECKING WFA FOOD RESERVES...shows how food supplies are managed.

BASIC SEVEN LUNCH AT SCHOOL...gives students well-balanced noon meal and farmers another outlet for their products.

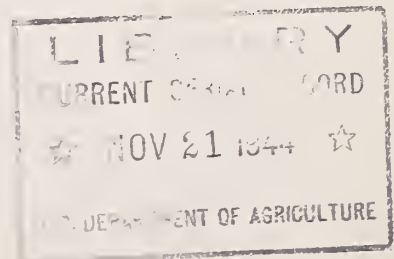
PRODUCTION LINE FEEDING...affords proper food for war workers.

SALVAGED FATS...need to be strained before they are marketed.

EGGS FOR COOKING PURPOSES...come to market as hens take usual seasonal vacation.

WHAT'S CHEAP TO EAT...ranges from cabbages and potatoes to oranges and grapefruit...with many tasty fruits and vegetables in between.

WAR FOOD ADMINISTRATION
Office of Distribution



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SWEETS FOR BY AND BY

With favorable weather in continental and island sugar producing areas, American consumers and industrial users will receive about the same amount of sugar in 1945 as they have this year. We must continue careful use of sugar because many of the European markets which depended on the Caribbean area for sugar before the war will wish to reestablish normal trade relations in 1945.

Prospects Improve For 1945 Sugar Crops In Hawaii and Puerto Rico

At present, the Cuban sugar production in 1945 is expected to be below the 1944 level. Sugar cane may be harvested when it's twelve to twenty-four months old. Practically all the twenty-four month cane in Cuba was harvested this year; so cane to be cut in 1945 will be the product of twelve to eighteen months growth, with resultant lower yield.

While prospects in Hawaii will improve slightly this coming year, prospects will increase greatly in Puerto Rico. In spite of the war situation, Hawaii will produce nearly a normal crop this year and send to the United States approximately 800 thousand tons in addition to taking care of an expanded military consumption in the Pacific area.

Puerto Rico, in late 1943 and early 1944, suffered one of the most severe droughts in its history. Instead of a normal crop of a million tons, only 725 thousand tons were produced for distribution this year. A normal crop is hoped for distribution in 1945.

Price Supports Encourage Domestic Sugar Production

Price support programs already announced for cane and beet sugar produced in the continental United States should have the effect of increasing the 1945 production at home.

European Sugar Needs Remain Uncertain

Most European import requirements for sugar have normally been filled from the Caribbean area, and in part from Java. Of course, little is currently known of the 1944 harvest prospect for beet sugar in Europe. And the extent of the European need for cane sugar grown in the tropics cannot be appraised until more information of production conditions in Europe is received. It is not safe to assume relief will come from the Philippines or Java during 1945.

Grain Supply Relieves Drain On Sugar For Industrial Alcohol

In 1944 the equivalent of 900 thousand tons of sugar was diverted to production of greatly needed industrial alcohol. Grain was scarce and distilling facilities could be most effectively used with rich sugar molasses. This year there will be sufficient grain so that a large part...if not all...of our industrial alcohol can be made from grain and synthetic sources. This action will more than offset the estimated decline in Cuban production.

THANKSGIVING MEAT COURSE

Now that the Quartermaster Corps has purchased and shipped enough turkeys overseas to assure our armed forces a traditional Thanksgiving dinner, a limited number of turkeys are now beginning to appear on civilian markets. The War Food Administration has partially suspended the order which required poultry dealers in heavy producing areas to set aside for government purchase all turkeys that met army specifications. Additional turkeys will be obtained for Christmas and New Year's Day dinners for forces stationed in this country, but these orders will be placed later.

Even though the set-aside order has been partially suspended, homemakers just won't be able to find enough turkey on the market to meet demands. Labor is short in poultry dressing plants and there is not enough time to get a sufficient supply of birds on the market by Thanksgiving. Prospects for turkey at Christmas and New Year's are better.

Limited Turkey Supply Calls For Other Meats For Thanksgiving

Broadcasters may want to suggest alternate meats for Thanksgiving dinners. Homemakers will have better chances of getting chicken as poultrymen have a good supply of roasters ready for market. These chickens may be stuffed with a favorite bread dressing. And "trimmings" can add to the festive air. Serve the chicken with baked spiced peaches.

If goose or duck is the usual choice for Thanksgiving, the supply picture has improved over last year. Local supply conditions differ all over the country, but the meat at Thanksgiving might be a leg of lamb served with mint jelly; or the main course might be a beef roast with homemade relish, or stuffed veal roast.

YES, WE EXPECT SOME BANANAS

Bananas have been one of the scarce fruits in American grocery stores since the war began. And when a grocer did get in a limited supply, customers lined up for a "sample." This coming year, American consumers can expect to find about 15 percent more bananas than in 1944. These increased imports will still only amount to about 40 to 50 percent of the supply in pre-war years.

The bananas will be imported chiefly from Central America and Mexico. These were the chief sources before the war also, but the larger boats used in the banana trade were taken over by our government at the beginning of the war. At present the shipping situation has eased slightly and the trade has been able to put a number of small boats into operation.

Size and Quality Of Bananas Drop Below Normal

The bananas being imported now are much smaller than normal. Among the reasons given are the diseased condition of many of the banana plants and premature harvesting. Grading standards have also been reduced. The small steamers are picking up bananas wherever they can find them without much consideration of size and quality since there is a ready market for all that can be landed on our shores.

Bananas Require Temperate Storage

The banana is a tropical fruit and is so susceptible to chilling that it requires much warmer storage than most fruits grown in temperate climates. If bananas are held before ripening at a temperature comparable to that in the home refrigerator, they discolor and lose their power of ripening and softening later in a warmer temperature. So homemakers who buy slightly green bananas are advised to ripen the fruit at room temperature first...then store them in a cool place, but not in the refrigerator as the low temperature may cause deterioration.

CHECKING WFA FOOD RESERVES

At the outset of the war there was a need to manage the food supplies of this country so that they would do the most toward winning the war as quickly as possible. This wartime responsibility was assigned to the Office of Distribution in the War Food Administration.

First, food is allocated among our armed forces, civilian population, territories, lend-lease requirements, relief feeding in liberated areas and to other groups engaged in direct war effort. Then it's up to the Office of Distribution to see that these allocations are carried out. The Office of Distribution does the buying of food also to fill lend-lease requirements, needs of the United Nations Relief and Rehabilitation Administration and certain other claimant agencies. It also buys food to fulfill price support commitments.

Working Inventory Totals 2 Million Tons Of Food

At present this agency has a regular working inventory of two million tons of food worth about 600 million dollars to meet any condition that could arise. Except for food purchased in support of farm prices, most of this reserve is ear-marked for the lend-lease program. The Office of Distribution operates this inventory much the same as any food wholesaler...buying and selling to keep stocks fresh, selling items which claimant agencies...for one reason or another...have not taken, and placing orders for those foods which are needed.

Distribution Program Prepares For War And Peace

While the OD is on a 100 percent war basis, it is endeavoring to conduct its distribution program in such a way that inventories will be as small and marketable as possible when the day of peace arrives. It has set up a sales division which resells food remaining after stocks and needs are balanced off. All sales are made through existing trade channels and only when the market can absorb these commodities at fair prices.

For the five-month period...May 1 to October 1...22 million dollars worth of government-owned foods were sold back to civilians. These sales included canned and dried vegetables and fruits, meat products, dairy products, eggs, grain products, fats and oils, cotton and other special commodities.

BASIC SEVEN LUNCH AT SCHOOL

More than a half million school children in the Southwest are eating a good school lunch this year, the War Food Administration regional office reports. Approximately 4,850 lunch rooms have been set up in Texas, Louisiana, Arkansas, Oklahoma, Kansas, Colorado and New Mexico to serve well balanced noon-day meals to school children. Not only has this WFA program promoted better health for our coming generations, but it has helped to keep the farmer in business. A farmer is like any other business man who contracts to do a job for the government. He must have insurance for the risks he takes. If...in response to his government's call...he produces more than the trade can absorb, he must have some means of disposing the surplus.

School Lunch Program Aids Local Farmers

The school lunch program is set up and administered the same this year as it was last year, with a dual purpose: to improve the health of the children by serving them a nourishing meal at noon; and to encourage the use of foods in temporary abundance, thereby avoiding waste and helping to build better markets for the foods produced by our farmers.

Essentially a community enterprise, a school lunch room under the federal plan is initiated by local citizens and managed by local people. Food is bought locally and eaten by children in that community. Profits, which seldom accrue, must be used to improve the lunch room and service.

Federal Aid Provides Three Types Of Lunches

Schools that want reimbursement from the fifty million dollar fund which Congress established for the school year, 1944-45, agree to serve one of 3 types of lunches. Of the three, type A is the only complete lunch pattern. Type C reimburses for whole milk only, at 2 cents a half pint. Type B, for which maximum reimbursement is 6 cents is a partial lunch designed to supplement food brought from home.

The pattern for the type A lunch is cut from the Basic Seven, the master design for daily food needs. A type A lunch, reimbursable at a 9 cent maximum, will give a child from one-third to one-half of the food he needs for the day.

Plate Lunches Encourage Better Eating Habits

Nutrition education in the classroom has done much to interest children in right eating. But the plate or tray lunch has been much more effective in getting immediate results. A child may know vegetables and milk are better for him than a hot dog and a candy bar, but given a choice he too often selects the latter. For this reason lunch room managers are serving more type A plate lunches this year instead of giving a la carte service as some have done in previous years.

Dividends Show Up Early

A well managed school lunch program begins to show dividends early. Teachers agree that discipline, attendance and scholarship are much improved. School nurses have concrete evidence on the gain in weight, the decline in colds,

aches and communicable diseases; they also have fewer requests for aspirin and pills. Better eyes, teeth and clearer skin, as well as happier faces, are attributed directly by teachers and parents, to the well balanced meal served the children at noon.

Children Benefit By Eating Together

One of the most satisfactory features of the entire school lunch plan is the stipulation that every child, regardless of his ability to pay, shall be served the same lunch, without any discrimination. The embarrassment and feeling of inferiority often felt by children less fortunate economically, than others, has no part in this set-up.

Socially, too, many children benefit by eating together. Hands are washed, and in many schools a blessing is repeated. In most school lunch rooms the children stay at their tables a certain length of time, so there is no reward for bolting the food. The liking they acquire for a wider variety of foods carries over into the homes and often influences for the better, the family eating habits. Practically every school--once it serves lunches for a period of time--continues with the program.

Popularity Of School Lunch Program Grows

Figures for the number of schools participating in the federal reimbursable program this year are not yet available and probably won't be till about January 1, 1945. But indications are such that last year's total of 31,000 schools and about 4 million children will be far surpassed this year.

Communities that are interested in having school lunches may get information and make application for reimbursement from their nearest regional office of the War Food Administration, 425 Wilson Building, Dallas 1, Texas.

PRODUCTION LINE FEEDING

The army of well-fed American workers in manufacturing industries continue to grow. The War Food Administration reports that since March of this year, another million and a half workers are obtaining food on the job. This means that about seven million workers are now benefitted by the industrial feeding program.

Cafeterias Prove Popular

Different methods for providing meals on the job have been adopted all over the country but cafeterias are most popular. The majority of plants have installed streamlined cafeterias where hundreds and even thousands can be fed during the usual 30 minute lunch period. Some of these cafeterias have adopted the army mess type of service, providing a one-menu lunch. This method has proved satisfactory to employees when variety in the menu was provided from day to day.

Mobile Units Bring Food To Workers

Some of the large sprawled out plants and ship yards have introduced mobile units to bring food to their workers. Others that don't have space for a cafeteria depend on lunch-box services to provide adequate nutritious lunches at reasonable prices.

And the results of this industrial feeding program? Better fed workers... fewer accidents...less absenteeism...and more guns, tanks and planes for our fighting men.

STRAINED SALVAGED FATS

Salvaged kitchen fats are still needed. At the same time, reports over the country show that the quality of salvaged fat is deteriorating seriously. Some homemakers are not straining the melted fat to remove particles of meat and foreign matter. While it doesn't matter how discolored or old the left-over fat may be, the drippings must be strained.

Broadcasters are urgently asked to get over the message to their listeners that salvaged fats be put through a coarse strainer before the fat is taken to the butcher. The homemaker still collects a bounty of 2 red ration tokens and 4 cents for each pound turned in.

EGGS FOR COOKING PURPOSES

The laying hens, come the holiday season, begin to think of vacations. From now until the end of December, supplies of breakfast or table eggs will decline. This past spring and summer egg production exceeded all records, and so there are plentiful supplies of shell eggs now in storage. Many of these cooking eggs will be coming on the market the next few months. They are just as good as the grade A eggs for making cakes, cookies and puddings the homemaker will be preparing for the holidays.

* * * * *

* BEST BUYS IN FRESH FRUITS AND VEGETABLES *

* Based on comparative abundance and relatively low *

* prices, in most retail markets of the Southwest, *

* as reported by the WFA Office of Distribution. *

* * * * *

"The time has come," according to the walrus in the story of Alice in Wonderland, "to talk of cabbages and kings." If he had made the statement this week, instead of long ago in a fairy story, the walrus would have been at least halfway right. For, with cabbage taking the lead in the War Food Administration's current list of best vegetable buys, the time has certainly come to talk of cabbages with their calcium, iron and vitamins A, B-one, C, and G. Americans eat more cabbage than any other vegetable except potatoes, and the two make a good combination on any menu, especially these days when Irish potatoes also rate high on the best buy list.

Homemakers still will find plenty of onions to add flavor and appetite appeal to the variety of fresh vegetables available. Others high on the list this week include lettuce and celery with their numerous salad possibilities, together with cauliflower, carrots, sweet potatoes and turnips to stimulate interest in the main course.

Grapefruit pushed ahead of apples in the fruit group, with oranges not far behind. Texas shipments from this year's large citrus crop have been far greater than in the corresponding period last year, and prices are moving

gradually downward as supplies increase. Occasional markets still favor grapes, pears and honey dew melons; but for the most part, homemakers are depending on apples and citrus for their fruit requirements.

"Best Buys" in Key Markets

ARKANSAS: Little Rock....Texas oranges and grapefruit, Washington apples, Wisconsin cabbage, Colorado red potatoes, yellow onions, California Emperor grapes, lettuce.

COLORADO: Denver.....Apples, grapefruit, tomatoes, cabbage, cauliflower, lettuce, onions, potatoes, rutabagas, turnips.

KANSAS: Topeka.....Grapefruit, celery, cauliflower, sweet potatoes, grapes.
Wichita and
Hutchinson)...Citrus fruits, apples, grapes, potatoes, onions, celery, turnips, cabbage, carrots.

LOUISIANA: Baton Rouge....Onions, cabbage, Irish potatoes, apples.
New Orleans....Cauliflower, squash.
Shreveport.....Onions, sweet potatoes, Irish potatoes, greens, oranges, grapefruit.

NEW MEXICO: Las Cruces.....Apples, onions, oranges, grapefruit, cabbage, lettuce, spinach, potatoes.
Las Vegas.....Apples, onions, lettuce, carrots, cabbage, celery, oranges, grapefruit, honeydew melons.
Roswell.....Apples, grapes, pears, cranberries, hubbard squash, cauliflower, spinach, eggplant, brussel sprouts, beets, cucumbers, lettuce, tomatoes, turnips, carrots, rhubarb, bell peppers, celery.
Santa Fe and
Gallup)...Apples, lettuce, eggplant, sweet potatoes, Texas white grapefruit, Texas oranges, cucumbers, broccoli, cabbage, carrots, cauliflower, pascal celery.

OKLAHOMA: Oklahoma City..Apples, cabbage, carrots, lettuce, citrus fruits, onions, potatoes, tomatoes, turnips.

TEXAS: Fort Worth....Apples, cabbage, cauliflower, grapefruit, lettuce, onions, sweet potatoes.
Houston.....Irish potatoes, sweet potatoes, cabbage, carrots, oranges, grapefruit.

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF CHEMISTRY
CHICAGO, ILLINOIS 60637

TO THE EDITOR OF THE JOURNAL OF THE AMERICAN CHEMICAL SOCIETY
FROM DR. J. H. GOLDSTEIN
RE: [illegible]

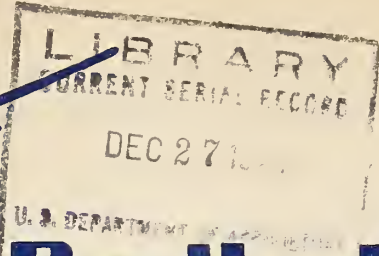
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DALLAS, TEXAS
November 18, 1944
No. 47

Radio Round-up

on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

- GIVING THANKS FOR RECORD HARVESTS...Bumper crops come to market.
- HOLIDAY FOODS FOR SOUTHWEST TABLES...will be plentiful.
- DRESSING FOR YOUR SALAD...introduced by French.
- TANGERINE SIRUP...solves problem of culls.
- RESPONSE TO WAR FOOD PROGRAMS
- BRINGING HOME THE BACON?
- COOKING WITH GRADE B EGGS
- TURKEY TALK
- BEST BUYS



WAR FOOD ADMINISTRATION
Office of Distribution

1870

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GIVING THANKS FOR RECORD HARVESTS

Americans face this Thanksgiving with the largest harvest record in history.

Here are a few highlights from the November crop report issued by the U. S. Department of Agriculture. The fall weather has been unusually favorable for maturing late crops and for harvesting. As a result the prospective yields of corn, sorghums, soybeans, cotton, potatoes and sweet potatoes have increased since the October crop report.

Farmers Raise Bumper Grain Crop

Sorghums for grain are turning out a record yield on a record acreage. Rice is also in the bumper crop class. These, with a large wheat crop and a good harvest of oats and barley, put American grain production at an all-time high. In fact, this year the United States has harvested about one-fifth to one-fourth of the usual world production of all grain.

Fruit Production Surpasses 1943 Yields

As of November 1, the combined production of commercial apples, peaches, pears, grapes, cherries, plums, prunes and apricots for 1944 is now expected to be 20 percent above the 1943 record and 9 percent above average. Military requirements are still high for these fruits in processed form, but homemakers had more of the fresh fruit to "put up" at home this year. While the total aggregate of these eight major deciduous fruits is over 1943, the production of grapes and prunes declined 11 percent and 20 percent respectively from last year. Also cranberries are in very short supply... 46 percent below last year.

Except for the heavy storm loss in Florida, October weather was favorable in all citrus fruit states. Aggregate tonnage of citrus is estimated at 6 percent less than in 1943-44, but 44 percent above the ten year average.

Nut And Truck Crops Top Last Year's Levels

Walnuts, almonds, pecans and filberts will also be more plentiful than last year, and they too are 44 percent more than the ten year average.

Almost 8 million tons of fresh market commercial truck crops were produced. This exceeded 1943 by 17 percent. Harvesting of truck crops for processing was nearly completed early in November with the tonnage now 9 percent above last year.

Sunny Weather Favors Egg And Milk Production

The milk sunny weather of October was also decidedly favorable for livestock and poultry. Reports on egg production showed an average of 7 percent more eggs per 100 hens than during the same month in any previous year.

Reports on milk production showed an increase of 5 percent per cow over October last year. The fine weather has permitted use of feed in pastures and meadows and enabled farmers to conserve hay supplies where these are limited.

HOLIDAY FOODS FOR SOUTHWEST TABLES

What a contrast between the abundant food supplies for Thanksgiving, 1944 and the bare grocery shelves of Thanksgiving, 1918 and 19. Turkey day during World War No. I not only found the homemaker without turkey but without the enriched and plentiful flour supply we enjoy during World War No. II. Also, prices skyrocketed. Sugar...if you could buy it...cost 30 cents a pound... and eggs a dollar a dozen.

Turkey And Cranberry Supplies Drop Below Consumer Demand

Homemakers in the Southwest can plan a Thanksgiving Day feast this year without worrying about shortages or being unpatriotic. Since most of the turkeys sold and dressed to date went to the military forces, hens, ducks or wild game will provide a good substitute. Enough hens, ducks and geese are coming to southwest consuming centers to meet the demand. Of course, skill as a hunter will depend on what kind of game you may have.

Thanksgiving cooks will want to prepare a dressing to go with the meat course. They can choose a rice, oyster or bread dressing so far as plentiful supplies are concerned.

Cranberries are scarce on the national scene and in the Southwest too. However...apples...now listed among the best food buys at Southwest markets... make a good alternate. Baked apples...candied apples...fried apples...or sliced with the peeling and jellied like cranberry sauce give that sweet pungence to a Thanksgiving meal. Sweet potatoes...also cheap and plentiful... add the same touch.

Variety Of Vegetables Show Up At Market

Almost without exception, the homemaker will find any vegetables she wants for Turkey Day. The vegetable movement from Colorado continues fairly strong and is just beginning from Texas. These factors...plus a late frost favorable to local produce...make possible one of the greatest vegetable shows Southwest markets have ever featured at Thanksgiving.

Tidbits Give Meal Festive Air

How remarkable it is that in wartime...the little tidbits that touch up a Thanksgiving meal and set it apart from the usual Thursday fare...should be so plentiful. Nuts, especially pecans...raisins...celery...pickled cauliflower, tomatoes, onions and cucumbers...relishes...and fruits all appear in abundance on southwestern grocery shelves. What a luxury it is to begin a Thanksgiving course with fresh fruit juice from the abundant supply of fresh grapefruit...or to serve a fruit cup of chopped citrus, apples and grapes. Even spices seem to be easier to get than last year.

Grade B Eggs Offer Economy

Eggs...an indispensable ingredient of holiday baking...may fall short of demand...if homemakers insist on using top grade eggs for all cooking. Grade B eggs, which are just as good for cooking purposes as grade A eggs, are plentiful and cheap. Here's a chance for the good cook to effect economy without sacrificing quality.

Pumpkins Make Good Desserts And Beautiful Decorations

As for dessert...nothing hits the spot like the traditional pumpkin pie. The popularity of these big orange gourds has not diminished the supply. A big pumpkin will make several pies...and the shell can be used for table decoration. How your table looks is important too. Housewives who are saving those extra pennies to buy bonds during the Sixth War Loan campaign will find that autumn furnishes enough decorations without buying any. A pumpkin...several sprays of leaves...and nimble fingers will give any table holiday glory.

DRESSING FOR YOUR SALAD

The commercial manufacture of mayonnaise, salad dressing and related products is still a new industry in this country. Not until the 1900's was mayonnaise sold in any amount in the United States. During the first World War, as in this one...the increased use of vegetables and fruits stimulated the demand for mayonnaise, and there has been a growing market ever since.

French Chefs Bring Mayonnaise To New World

To the royal epicure, Louis XIV goes the credit for popularizing sauces and dressings. One legend has it that mayonnaise...as we know it...was created in another war. Then the Duc de Richlieu took the island of Minorca from the British. He ordered a feast to celebrate his victory. The chef developed a special sauce for the meats and named it after the village of Mahon where the festivities took place.

French chefs and immigrants introduced mayonnaise to this country, but for many years this dressing was used only by the well-to-do. In the late 1920's the industry was finally on its way and favored some kind of control over the ingredients going into mayonnaise.

Food Standards Committee, USDA, Define Mayonnaise

After discussions with producers, the Food Standards Committee in the U. S. Department of Agriculture released in 1928 a definition of mayonnaise, mayonnaise dressing and mayonnaise salad dressing. Under standards of the Food and Drug Administration, the present definition of mayonnaise is: A semi-solid emulsion of edible vegetable oil, egg yolk, or whole egg, a vinegar, and/or lemon juice, with one or more of the following...salt, other seasoning, sugar and/or dextrose. The finished product contains not less than 50 percent edible vegetable oil. (Note: the principal vegetable oils used are cotton, corn and soybean.)

Mayonnaise Industry Maintains Equitable Distribution

Since 1928 a yearly survey has been made of production of salad dressing and related products. In these sixteen years, production reached a peak of about fifty-one million gallons in 1942...from thirteen and a half million gallons in 1928. Production has dropped off the past two years because of restrictions on the supply of vegetable oils and low supplies of spice...and to a certain extent by sugar curtailment, packaging and manpower shortages. In spite of these handicaps, the mayonnaise industry has maintained an equitable

distribution...so the homemaker has been able to find a reasonable supply of mayonnaise and other salad dressings at her grocer's during the past two years.

TANGERINE SIRUP

Once again research has found a way to help farmers make use of that part of their crop normally a drag on the market. At Winter Haven, Florida, a tangerine sirup has been developed to make use of cull tangerines. Before this process was discovered, growers had trouble selling low grade tangerines because no one knew an easy way to can the juice.

Chemists Find Process For Commercial Production

Chemists on the staff of the Florida Citrus Commission, working closely with investigators of the U. S. Department of Agriculture, found a way of concentrating and processing tangerine juice which lends itself to commercial production.

This light brown, honey-like sirup with a sweet fruit flavor has vitamin C value. Bottled for table use, it might add a variation in the way of sirups to the morning waffles. Tangerine sirup also can be put up in large containers for making sugar, or it can be used as a glycerine substitute.

RESPONSE TO WAR FOOD PROGRAMS

The American homemaker has been told many times that "Food Will Win the War." Among the ways in which she has been asked to help safeguard the nation's food supply are: saving fats, using every scrap of food, home canning, victory gardening and buying plentiful foods in place of scarcer foods.

The Bureau of Agricultural Economics in the U. S. Department of Agriculture recently interviewed 500 women in nine cities of over half a million population to find out whether city housewives were interested in these war food programs and how many were participating in them.

Food And Fat Conservation Proves To Be Best Known

Broadcasters may be interested to know that of all the food campaigns, the most familiar were the food and fat conservation measures. Ninety-nine percent of the city women interviewed know that the government wants them to save used kitchen fats, and 86 percent were actively cooperating.

Ninety-four percent of the women are using leftover foods. About half of this number reported that they have always conserved food as much as possible and the other half said the war stimulated their efforts to avoid waste and make use of leftover foods. What's more, the housewives still consider food conservation and production important even though rationing is now more liberal.

Women Consider Economy Chief Reason For Canning

Nine out of ten of the women knew about the victory garden and canning programs. While sixty percent are doing some home canning, only 37 percent in these large metropolitan areas had victory gardens. The survey showed that most women consider economy the chief reason for canning. When prices of a plentiful food are favorable enough, they could be interested in "putting up" that particular item.

Survey Shows Homemakers Approve Wartime Food Programs

Reception of plentiful food campaigns did not always keep pace with other food conservation programs. The answer given concerning the "buy plentiful foods" campaigns showed that many homemakers do not understand the programs. They think each campaign might cause over-buying and shortages. (The real purpose, of course, is to reduce demand for scarcer foods.)

To determine how cooperation with this campaign could be increased, the women interviewed were asked how to get people interested in buying plentiful foods. Over half of the women said that price was most important...whether plentiful foods are cheap or reasonably priced. Forty-one percent emphasized the importance of ways to cook and serve these foods simply and attractively. Twenty-one percent want to know whether plentiful foods are nutritious. Only 11 percent felt it was important to tell how buying these foods will help the national food situation...although the survey showed that many women need to have the purpose of the campaign explained to them.

The survey has shown that most city housewives believe in wartime food programs. And they will adopt the "buy plentiful foods" program if shown "how" to make use of these foods and "why" using them is essential.

BRINGING HOME THE BACON?

Bacon and eggs are a popular team at American breakfast tables. But the last couple of months, bacon hasn't been making such regular appearances. Ham, pork chops and pork loin roasts are also scarce. After last spring's flush supply of pork and bacon, the limited amount now seems difficult to understand.

In the first place, there was a 24 percent reduction in this year's spring pig crop, the supply now coming to market. Farmers raised a smaller number because corn was scarce in relation to livestock and poultry producer demands. While there will be more pork on the market in December and January, right now we are emerging from the seasonal low for hog marketing.

Military Requirements Reduce Prospects For More Pork

However, no great increase in pork and bacon is promised in the coming months because federally-inspected meat plants are setting aside, for government purchase, about 45 percent of the dressed weight of pork (excluding lard). Most of this set-aside pork and bacon will go to our military forces and to the lend lease program. More pork is needed as our forces increase overseas. Troops in the battle theatre use a lot of canned meats, and the most popular canned meat is pork.

Questions And Answers On The Pork Situation

If broadcasters are asked, "Why during last spring's flush hog production, wasn't more bacon put in storage?" the answer is, "There wasn't enough storage space for all the pork and all the other commodities that needed cold storage protection." For that reason pork was made point free to civilians. They had it, they ate it, and they enjoyed it while it lasted.

Another question might be: "Why, when there was a feast of pork, didn't we ship it overseas to our men, to England, to Russia?" The answer: "At the time, ships were as scarce as storage."

More pork for the army, plus decreased production, adds up to less pork for civilians.

COOKING WITH GRADE B EGGS

Medium-cost (grade B) eggs are going to be featured in retail stores the next six or eight weeks. Because they are so plentiful and so reasonably priced, the homemaker doing additional baking for the holidays will find the grade B eggs an economical buy.

With increased purchasing power, many homemakers have passed up these medium-cost eggs in preference for grade A or AA eggs. At the same time, war requirements for dried eggs, which are usually made from eggs scoring grade F or under, are now much less than last year at this time. Thus, there has been a slow market for other than top-grade eggs.

Middle Grade Eggs Satisfy Many Needs

It is true that grade A and AA eggs are more satisfactory for boiling, poaching and frying, but grade B and even grade C eggs...when properly graded and stored...are just as satisfactory for many cooking purposes. And during the next six or eight weeks while laying hens are taking their seasonal vacations...and when top grade eggs are limited...the middle grade eggs will sell at noticeably lower prices.

Pound for pound, middle grade eggs are as nutritious as those of the top grade. They are as taste-satisfying as higher grade eggs when used in making pancakes, soufflés, waffles, croquettes, puddings, cakes and cookies.

So for the holiday baking, the officially graded and certified grade B eggs are economical. And it's always a good idea to look for the grade stamped on the egg carton. The U. S. egg grades are designed to help American consumers get the quality of egg they desire and are willing to buy.

TURKEY TALK

The Quartermaster Corps has prepared a master menu for Thanksgiving to assure our armed forces a holiday dinner in the traditional manner. The meal starts with grapefruit juice. Then comes roast turkey with giblet sauce and a dressing. There will be mashed potatoes, string beans and corn...and as an extra treat...cranberry sauce. There will be hot rolls and butter. Trimmings include celery, olives and pickles. For dessert...pumpkin pie and coffee.

Those who wish can polish off the meal with apples, tangerines, candy and nuts. The master menu will be followed not only in camps in this country but in our camps all over the world...depending, of course, on supply, shipping and combat conditions.

Ceiling Prices Effect Fair Distribution Of Turkeys

Because of the short supply of turkeys available to civilians for Thanksgiving, ceiling prices are important to effect a fair distribution. The OPA ceilings differ in various localities, usually according to distance from principal producing areas. In a great many communities, the exact ceiling prices must be posted at the counter where poultry is sold. As for price: this year the light weight turkeys have a ceiling price about one cent less than last year. Medium weight and heavier turkeys are selling at a ceiling price of one cent above last year.

Cafe Holiday Meals Remain Near 1943 Levels

And those folks who are working this Thanksgiving and plan to get their holiday dinner at a restaurant will be paying about the same price for their meal as a year ago. Under ceiling price regulations, no restaurant is allowed to charge more than a 15 percent increase for this holiday meal over a Sunday dinner of the same class.

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* **BEST BUYS IN FRESH FRUITS AND VEGETABLES** *

* Based on comparative abundance and relatively low *

* prices, in most retail markets of the Southwest, *

* as reported by the WFA Office of Distribution. *

* * * * *

Grapefruit stands first on the War Food Administration's list of best food buys this week. Its popularity at key markets in the Southwest is almost 100 percent. With its sister-fruit...the orange...grapefruit is moving from south Texas producing areas in much larger volume than a year ago...to fill a large part of fruit needs throughout the country. Apples continue to hold a high place among favorite fresh foods...but most other fruits are scarce. Grapes still receive a few votes but are not as popular as they were earlier in the fall.

Undaunted by last week's spurt in cabbage votes...onions forged ahead to lead the vegetable parade again this week. However, they were only a step ahead of both cabbage and carrots. Sweet potatoes and turnips are moving gradually up on the list...with Irish potatoes and lettuce not far behind. Cranberries and pumpkins...traditional Thanksgiving favorites...barely made the list.

"Best Buys" In Key Markets

ARKANSAS: Little Rock...Turnips and tops, California carrots, head lettuce, grapes, Texas grapefruit and oranges, Washington and Oregon apples.

COLORADO: Denver.....Apples, grapefruit, Texas oranges, beets, carrots, cabbage, cauliflower, onions, sweet potatoes, potatoes.

KANSAS: Topeka.....Grapefruit, oranges, celery, lettuce, cabbage.

Wichita and)...Grapefruit, apples, grapes, potatoes, onions,
 Hutchinson) turnips, lettuce, carrots, cabbage, celery,
 cauliflower.

LOUISIANA: Baton Rouge....Onions, Irish potatoes, oranges, carrots.

New Orleans....Grapefruit, oranges.

Shreveport.....Oranges, grapefruit, sweet potatoes, onions, turnips.

NEW MEXICO: Albuquerque,)
 Gallup and) ..Yellow onions, cabbage, carrots, lettuce, sweet
 Santa Fe) potatoes, squash, cranberries, grapefruit,
 pumpkins.

Las Cruces.....Onions, cabbage, grapefruit, apples, yams, carrots, potatoes.

Las Vegas.....Citrus fruits, pears, plums, grapes, onions, cabbage, lettuce, carrots, turnips, sweet potatoes.

Roswell.....Onions, apples, grapes, pears, grapefruit, honeydew melons, hubbard squash, cabbage, carrots, broccoli, beets, turnips, spinach, celery, lettuce, eggplant, tomatoes.

OKLAHOMA: Oklahoma City..Apples, cabbage, grapefruit, onions,, oranges, potatoes, sweet potatoes.

TEXAS: Fort Worth.....Apples, cabbage, grapefruit, onions, squash, sweet potatoes, locally grown greens, turnips.

Houston.....Mustard greens, turnips, carrots, potatoes, apples, Texas oranges and grapefruit.



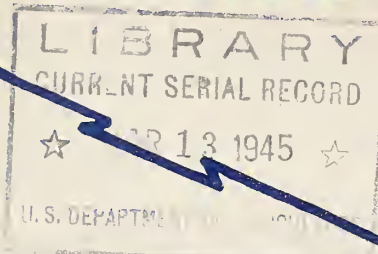
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DALLAS, TEXAS
November 25, 1944
No. 48



Radio Round-up

on food...



For Directors of
Women's Radio Programs

IN THIS ISSUE

SHORT AND SOUR...LEMONS...Heavy demand...reduced 1943-44 production...few storage holdings...contribute to scarcity.

FROZEN VEGETABLES AVAILABLE...add variety to meals...when fresh produce is seasonally low...no waste...easy to prepare.

FIGS FROM TURKEY...WFA announces imports of 5000 tons.

MORE THAN SEASONING...Salt plays important role in nutrition...as a regulator of certain processes of the body.

FOOD ON THE MOVE...WFA acts as wholesale groceryman...to supply wartime claimants with food.

R. S. V. P....Do you want an index to ROUND-UP?

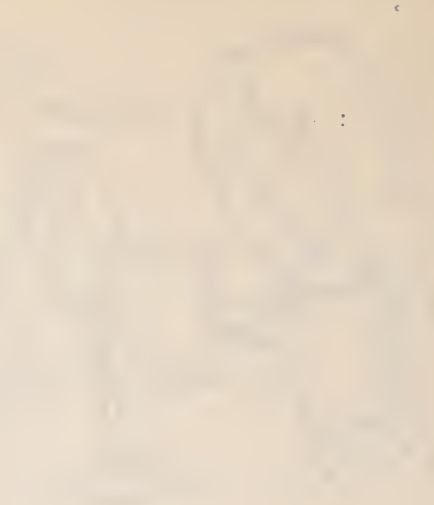
OPENING OF THE SEASON...for mincemeat pies finds fillings scarce...but ingredients plentiful for home-made mincemeat.

NUTRITION THROUGH LABOR UNIONS...shows how labor works to further better eating habits..to raise the standard of health.

FAVORITE FRESH FOOD SELECTIONS...include sweet potatoes...apples...onions...cabbage...cauliflower...and others.

WAR FOOD ADMINISTRATION
Office of Distribution

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SHORT AND SOUR... LEMONS

Many of your homemakers have been wondering why the unusual shortage of lemons at their local fruit counters. Here are the facts, from the War Food Administration.

First, the 1943-44 crop was short and there are not enough lemons in storage now to meet all demands until the 1944-45 crop comes on in abundance. As of December 1, 1943, the lemon crop was estimated to be a record-breaking one of over 14 million boxes. Unfavorable weather last February...wind and rains...in the producing area of California reduced the crop to a little over 11 million boxes.

Demand For Lemons Exceeds Supply

Along with a small crop, demands ran unusually high this year. This past December and January, months when shipments normally averaged around 250 cars a week from the west coast, they averaged over 300. This increased demand in winter was due to the number of flu cases across the country. Citrus dealers maintained their shipments because of the large crop expected. Then this summer shipments of lemons were heavier than average because of continued demand at ceiling prices.

So ever since September lemons have been becoming more scarce. The first of November, instead of having 1500 cars of lemons in storage...as there were at the beginning of November last year...there were only 377. While the picking of the new crop started November 1, demand still exceeds supply and will until the first of the year.

Lemons Go To Storage To Ripen

Lemons differ from oranges and grapefruit in that they are usually ripened in storage. Only a small percentage of the crop is tree ripened. Most lemons are picked in a "silver" or "green" stage and held in storage two to three months according to the stage of ripeness when they were picked.

The harvest of new crop lemons began the first of this month. Most of these lemons, largely from the so-called interior valleys of California, will be marketed by May 1. After May, lemons from the coastal areas will keep us supplied until November, 1945.

Ceiling Prices Assure Fair Distribution

While lemons are in short supply, it is important that ceiling prices be maintained to assure a fair distribution. Under price regulations, the homemaker should be paying right now about 12½ cents per pound, retail.

FROZEN VEGETABLES AVAILABLE

Baked beans, squash, pumpkin, spinach, brussels sprouts and cauliflower are the frozen vegetables most available at counters across the country right now. The army is taking a certain percentage of the frozen lima beans, peas, corn, string beans and spinach for use in camps in this country and on some of the large battlewagons where there are storage lockers. For this reason, civilian stocks of these particular frozen vegetables are limited, although all are available in some markets right now.

Frozen Vegetables Add Variety To Meals

Frozen vegetables are popular because they add variety to meals when fresh produce is seasonally limited. There is no waste or shrinkage to them and with adequate temperature can be held in the home refrigerator for several days. They are easy to prepare too, because with few exceptions they can be cooked immediately in solidly frozen condition.

FIGS FROM TURKEY

From the land of magic carpets and mysterious mosques comes a delicacy not seen too often recently. Approximately 5000 tons of Turkish dried figs are expected to be available to the United States in the near future, the War Food Administration has announced. These dried figs will be allocated to American importers on the basis of individual fig imports during 12 months ending June 30, 1937. Importers are now working out purchase negotiations with Turkish owners.

MORE THAN SEASONING

Salt has long, long been valued as a seasoning and preservative. It also plays an important role in nutrition as a regulator of certain processes of the body. In America there is a boast that never has there been a federal tax imposed on the traffic in salt. Today this food is one of the cheapest products we consider essential, and we all rather take it for granted.

Salt Contains Iodine

In spite of the wide availability and cheapness of salt, it is playing a rather new and important role. Scientists have found that salt is an ideal carrier for iodine, a mineral which is essential to the body's well being because it is a preventive of simple goiter.

The use of this "iodized salt" is particularly important in those areas of the United States where the soil is poor in iodine. In these areas the drinking water and foods locally produced are also poor in iodine, and many persons who live there suffer from enlarged thyroid gland or simple goiter. By using iodized salt daily, merely as a food seasoning, people in these areas get the needed requirement of iodine.

Iodized Salt Provides Proper Amount Of Iodine

Iodized salt, introduced in this country in 1924 in certain regions where goiter was prevalent, is not a medicated product. Rather it has had something like its natural iodide content restored to it. Iodine does occur in natural salt in varying amounts, but all is lost in the refining processes.

In iodizing salt, only one part potassium or sodium iodide is added for each ten thousand parts salt. The amount of iodine a healthy person needs is very minute, less than the weight of one kernel of wheat. That amount keeps the thyroid gland in good working condition, and in children that tiny supply of iodine when used by the thyroid gland controls growth.

At present, about half of the table salt in this country is iodized, and salt manufacturers will manufacture more if there is a demand for it. As

the result of years of scientific study, today's iodized salt never discolors, can be packed in any kind of container, does not lose its iodine through evaporation, and is evenly iodized. At the same time it looks the same, tastes the same and costs the same as ordinary salt.

AMERICAN FOOD ON THE MOVE

American food is now going to our fighting forces and allies in 56 theatres of war. Another vital share is going to U. S. prisoners of war through the American Red Cross, to the Caribbean area, Hawaii, Iceland, Polish refugees in Russia and to the hungry people of Greece.

WFA Set Aside Orders And Army Marketing

The army does most of its own food purchasing. But the War Food Administration issues set-aside orders to food processors and packers in order that the necessary supply will be available when the army comes to market.

For example, so that our fighting men and women would have turkey for the holidays, the WFA had to step in and cut off the civilian supply of turkeys for awhile. Then, to obtain sufficient quantities of beef, the WFA required packers operating under federal inspection to set aside 60 percent of the better grades of beef that meet army specifications and 80 percent of the canner and cutter grades. Since not all meat sold in this country is through federally inspected plants, only about 30 percent of our total beef supply goes to the armed forces.

Processors of canned fruits and vegetables, dairy products and other food also set aside a certain percentage of their annual production for purchase by the government.

WFA Acts As Wholesale Groceryman

The War Food Administration through its Office of Distribution is responsible for purchasing food that goes to our allies, our territories and other war-time claimants. To keep these claimants constantly supplied, the WFA buys 5 to 8 million dollars worth of food a day and maintains a 500 million dollar inventory. When the constant inventory check-up shows that a certain quantity of food is no longer needed to fill some war order, this food is offered for sale to the trade.

To date, most of the WFA surplus stocks, especially brand-name canned goods, have been offered to the packers who sold them to the government. This is done because the original processor has regular customers and knows the trade for his commodity. Also, this method of sales, established selling outlets are used and through a processor who has a reputation in regard to his product.

Food Trade Approves WFA Sales Procedure

Finally, this is the sales procedure most food trade people want. If any quantities are not taken by original seller, they are offered to wholesalers, chain stores and other trade groups through a uniform and simultaneous public announcement of offer. During the past six months about 23 million

dollars worth of food sold back through the trade is a small quantity compared with the 500 million dollar inventory. Proof that WFA buying is limited to known war requirements.

R. S. V. P.

An index of all the articles that appeared in ROUND-UP for the period January through June 1944 was mailed to broadcasters in July. The index listed stories according to subject matter and the date of issue. As the year draws to a close, another index is in order for classifying articles through the July-December months. This indexing will become a bi-annual enclosure with ROUND-UP if it has value to broadcasters.

We would like to know if you have had occasion to refer to the index mailed this summer. Unless there are requests for a second issue, no index will be compiled at the end of December. If, early in January you would like an index covering July-December 1944, please let us know. Our address is, Marketing Reports Division, Office of Distribution, War Food Administration, 425 Wilson Building, Dallas 1, Texas. If most of you folks want the index, it will be issued — otherwise it will not be mailed out.

OPENING OF THE SEASON

Thanksgiving usually heralds the opening of the season for mincemeat pies. So from now on through the winter, homemakers will probably be interested in mince pies for dessert. They're, more or less, a traditional winter dessert in many homes. Chances are that some of your listeners are used to buying the prepared mincemeat mixes at their local grocery stores or delicatessens.

This fall and winter, homemakers may not be able to find all the prepared filling that they want. If this is the case in your locality, tell them not to give up hope of steaming hot mincemeat pies for dinner during the cold winter evenings. They can easily make their own mincemeat.

Apple And Raisin Supplies Boost Mincemeat Making By Housewives

Apples which are one of the principal ingredients of mincemeat, are among the plentiful fruits on most markets at the present time. Although the apple crop is only average this year, the per capita civilian supply will be slightly more than 38 pounds as compared with the 25 pounds last year.

Raisins are another ingredient to consider when making mincemeat. The total supply of raisins is smaller this year, but the share for civilians was released earlier than usual. Therefore, there should be sufficient quantities of raisins on the market by this time of year. If homemakers aren't able to find candied citrus peel, they can make it at home for mincemeat and other holiday baking.

Recipe Calls For Spices, Suet And Meat

It's true that civilian supplies of many spices have been cut since the war. In fact, cinnamon is one of the main ones in short supply. However, you might suggest that homemakers try allspice which tastes like a blend of cinnamon, nutmeg and cloves.

Of course, suet and lean beef are two more ingredients necessary for good mincemeat. Homemakers shouldn't have any trouble finding a less expensive piece of lean beef for mincemeat. One of the less tender cuts can be used because the meat is usually cut into small pieces and then boiled for a long time. Suet is easily found, and at a very slight cost.

FOODS WITH A GRADE

There are still many of your homemakers who don't know about government grading and inspection stamps. These women are very likely to confuse the different grades of meat, eggs and other products. If they knew the different grades and stamps, they would be getting the types of meat and other products for the purpose they need, and at the price they're willing to pay.

Recently, the War Food Administration published a booklet to help consumers make the best use of graded foods. This booklet gives information on the grades of eggs, butter, poultry and processed fruits and vegetables. Because of the limited number of copies, the bulletin, "A Consumers' Guide To U. S. Standards For Farm Products" is available only to broadcasters at the present time. For your copy write to War Food Administration, Office of Distribution, Marketing Reports Division, Washington 25, D. C.

NUTRITION THROUGH LABOR UNIONS

A war development has been the marked interest organized labor has shown in the national nutrition movement. Not that labor's response to nutrition education before the war was "no." The war itself, though, spurred interest and need for the nutrition program. The sharing of our food supplies, rationing, more money, food shortages, higher prices, seasonal surpluses, starvation abroad, new food processes, army rations, lend-lease requirements, substitutes, over-crowded plants and their feeding problems...all became daily topics in the press and over the radio. The food problem became an important civic activity...a nation-wide, home front function.

To get food information over speedily to all labor groups, a special section on labor education was set up in Washington, D. C. in the nutrition programs branch of the War Food Administration. The services of this section are based on the theory that workers can best be reached through organizations in which they have confidence...rather than through new clubs or classes or even civic organizations in which they have not previously taken an active interest.

National Committee Furthers Nutritional Education

At the national level, labor's committee on food and nutrition represents all organized labor. This labor advisory group works through educational departments of the labor unions to further nutrition education, victory gardens, school lunches, industrial feeding, etc. The committee also helps local labor organizations to cooperate with state, city and county nutrition committees. As a result, local nutrition committees have now reached practically all lay organizations aiding them with speakers, courses, movies, exhibits and demonstrations.

The changing of food habits involves breaking down indifference and resistance as much as introducing new habits rooted in science. Because of this fact, novelty has been an essential part of labor's nutrition campaign. Exhibits have been displayed at annual conventions, pamphlets and movies on food have been discussed at national and local meetings. These publications, exhibits, and contests have been conducted cooperatively by organized labor and supported by labor. Thus labor is taking part in the national nutrition program.

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* **BEST BUYS IN FRESH FRUITS AND VEGETABLES** *

* Based on comparative abundance and relatively low *

* price, in most retail markets of the Southwest, *

* as reported by the WFA Office of Distribution. *

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Sweet potatoes made a spectacular gain in popularity during the past week to take the lead in the War Food Administration's list of best vegetable buys at southwest markets. Versatile and vitamin-rich, these native American tubers are an appropriate partner for apples, which led the fruit group this week. What better combination can you think of than an oven dish of sweet potatoes and apples? Or what more pleasing dessert than apple pie to end a meal that had for its main dish a meat and sweet potato platter?

To add variety to meals planned around current best buys, homemakers will find onions, cabbage and cauliflower among favorite selections, with carrots, turnips and potatoes not far behind. Citrus fruits continue to rival apples in popularity, while grapes were considered a very good buy at several markets this week.

"Best Buys" at Key Markets

ARKANSAS: Little Rock....Lettuce, carrots, turnips, turnip and mustard greens, sweet potatoes, California grapes.

COLORADO: Denver.....Apples, grapefruit, Texas oranges, bunched beets, cabbage, cauliflower, carrots, celery, onions, sweet potatoes.

KANSAS: Topeka.....Grapefruit, apples, onions, sweet potatoes, cauliflower.

Wichita.....Texas citrus fruits, grapes, apples, celery, turnips, Irish and sweet potatoes, onions, cauliflower, cabbage.

LOUISIANA: Baton Rouge....Onions, potatoes, apples, oranges.

New Orleans....Potatoes, oranges, apples.

NEW MEXICO: Albuquerque,)..Cabbage, carrots, Utah Pascal celery, head lettuce,

Gallup and) yellow onions, potatoes, sweet potatoes, apples,

Santa Fe) grapes, grapefruit.

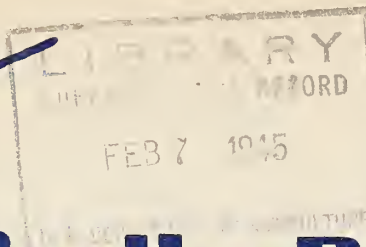
Roswell.....Pears, apples, grapes, celery, tomatoes, lettuce, carrots, squash, cabbage, beets, turnips, spinach, cauliflower, onions, cucumbers.

Las Vegas.....Grapefruit, oranges, apples, grapes, celery, lettuce cabbage, cauliflower, sweet potatoes, onions.

TEXAS: Fort Worth.....Apples, cabbage, cauliflower, grapefruit, onions, Texas oranges, peppers, spinach, sweet potatoes, greens.

Houston...Onions, turnips, Irish & sweet potatoes, apples, oranges.

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DALLAS, TEXAS
December 2, 1944
No. 49

Radio Round-up

on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

ENTREE THE MEAT...More veal, lamb and mutton for civilians... during next three months...total meat supply less than a year ago.

MOLASSES MAKE THE GINGERBREAD MAN...Plenty of molasses...tips from grandmother for more sweets without using more sugar.

PUTTING SPICE IN THE NEWS...Allspice, ginger and mace in normal supply...no increase in cinnamon, nutmeg and pepper.

LEND-LEASE REVERSED...Food from "down under" for U. S. troops.

A "GOOD BUY" LIST...For schools participating in WFA school lunch program...profitable to farmer and consumer.

SAVE MORE FATS...Industrial needs still high...supply reduced.

TOPPING FOR THAT UPPER CRUST...Commercial fruit spread production totals 650 million pounds.

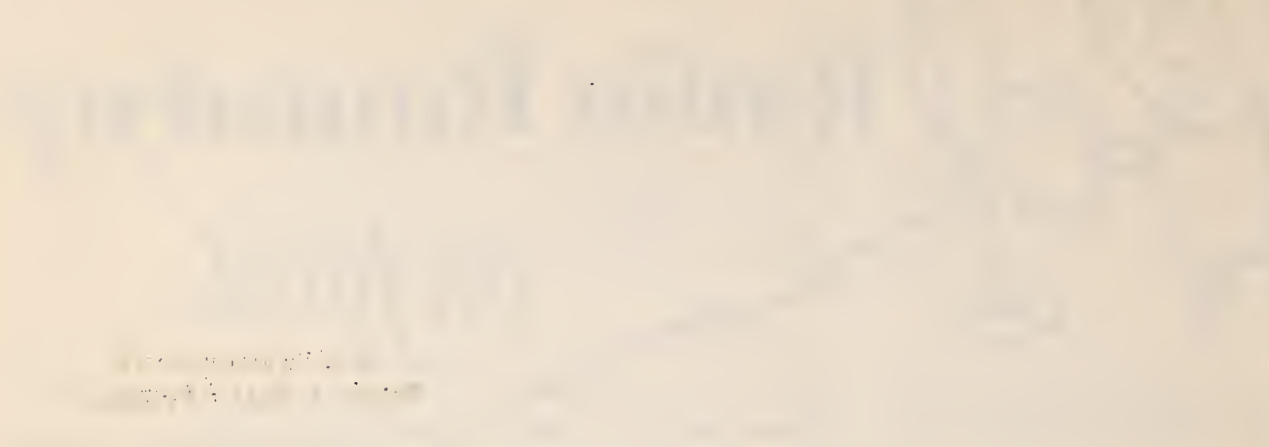
DATES FROM IRAQ...Despite imports...supply less than pre-war years.

VICTORY GARDENS IN 1945...needed to insure plenty of fresh vegetables...to effect economy...and to provide recreation.

FROM OUR CORNUCOPIA...come citrus fruits, apples, cabbage, onions.

WAR FOOD ADMINISTRATION
Office of Distribution

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Handwritten notes or a small stamp located below the main seal area.

Main body of the document containing several paragraphs of text, likely a letter or report. The text is extremely faint and mostly illegible due to the quality of the scan. It appears to be organized into several distinct paragraphs separated by line breaks.

ENTREE THE MEAT

Broadcasters suggesting various meat dishes for the family menu will not find much change in the supply picture for the next few months, because at present about a third of all meat is going to military and war uses.

Beef, which represents about 40 percent of the total meat supply, will be about as plentiful as it has been for the past few months. This means there will be slightly more beef for civilians this winter than last.

Civilians Get More Veal, Lamb and Mutton

There will be about a third more veal on the market for civilians during the next three months than during the same time a year ago. This doesn't indicate an increase in overall meat supplies to the consumer. At present the American consumer buys only one pound of veal to every twenty-five or thirty pounds of beef. With more veal coming to market it will just be a matter of substituting another pound of veal for one in the beef column.

Lamb and mutton stocks are now in fairly good supply across the nation; but in the first four months of 1945, they may be expected to decline. Livestock indications now point to a reduction in sheep numbers.

Total Meat Supply Drops Below 1943 Level

Although there will be more veal and beef in the winter months, the total meat supply will be less than a year ago...about 15 percent less in December. Nearly all this reduction will be in pork. Because of reduction in spring and fall pig crops, there is no indication that pork supplies for civilians will increase before the 1945 spring pig crop comes to market...in November and December 1945. In event the war in Europe ends early in 1945, there is a possibility of some increase of pork to civilians.

MOLASSES MAKES THE GINGERBREAD MAN

Dark brown molasses not only makes the gingerbread man sturdy but helps those folks who get a share of it in their diet too. That dark molasses is a good and inexpensive source of iron. Iron is one of the minerals needed for healthy blood, and especially so after a trip to the Red Cross blood donor bank.

Plenty of Molasses Bolster Declining Sugar Consumption

Reports from the War Food Administration indicate that molasses is fairly plentiful in most stores at this time. Made from sugar cane it not only has the caloric or fuel value of sugar but a fair amount of iron.

In the last century, Americans steadily increased the amount of sugar they used...from about 10 pounds a year per person to over 100 pounds in 1941. Some of this increase of course was represented in commercially made products...confections, canned foods and bakery products. Under sugar rationing, civilian use of sugar dropped to about 80 pounds per person in 1943.

Sweetening Tips from Grandmother Hit the Spot

Now with molasses plentiful, it's a good idea to take some of our sweetening

tips from grandmother. She used dark brown molasses over flapjacks at breakfast. Her baked beans were enriched with molasses, and modern homemakers can also earn praise for this dish and save long hours of cooking by getting a package of frozen baked beans and adding molasses just before heating. Molasses may also be poured over apples for baking, and over winter squash, too.

Homemakers who want to make a hit with the "small fry" in their families at Christmas will not forget gingerbread men. Make the men festive with glazed, icing suits and candy buttons. Ginger snaps are another cookie in popular demand. And for a tip on making those ginger snaps: heat the molasses with shortening to the boiling point. Then stir in the milk and cool before adding sifted dry ingredients.

PUTTING SPICE IN THE NEWS

Allspice, ginger and mace are in normal supply on the market right now. These three imported spices are now arriving in amounts similar to pre-war requirements.

Allspice Substitutes for Other Spices

Ground allspice is made from the pea-sized fruit of a tree native to the West Indies, and in the West Indies goes under the name of "pimento." Our imports right now of this spice are chiefly from Jamaica and Mexico.

The flavor of allspice resembles a blend of cinnamon, nutmeg and cloves. Allspice is easily interchangeable in recipes calling for these other more limited spices...A welcome note for homemakers preparing cakes, cookies and puddings for Christmas week.

Our ginger supplies come from West Africa, Jamaica and India. Ginger is ground from the root of a tuberous plant. It's the keynote of gingerbread and cookies, Indian pudding and pumpkin pie. And in the soft-drink industry, it's a flavoring for gingerale and ginger beer.

Mace and Nutmeg Come from Same Tree

Mace and nutmeg come from the same tropical tree. Mace is the fleshy growth between the nutmeg shell and the outer husk, and is orange-red in color. The war has cut off our supplies of mace from the Netherlands East Indies; so all present imports are from Grenada in the British West Indies. Mace is good with fish sauces, and a dash in oyster stew has an appetizing effect. Mace also contributes to the golden tint and delicate flavor of yellow cakes, and is a valuable addition to chocolate dishes.

WFA Restrictions Assure Fair Distribution of Spices

Since the supply of ginger, mace and allspice is favorable, War Food Administration restrictions permit their distribution at practically normal levels. As for cinnamon, nutmeg and pepper...we can expect no increases until the war in the Pacific ends. These spices are under WFA regulation at lower quota percentages based on their respective availability. That means that a spice packer is allowed to deliver a certain percentage each quarter which assures fairness of the civilian supply distribution.

LEND-LEASE REVERSED

Lend-Lease has been described as the "principle of mutual assistance." While the flow of Lend-Lease goods going abroad has steadily increased, our Allies have granted U. S. troops reciprocal benefits in huge volume...also without payment. In all parts of the world...from Iceland to New Zealand...American military and naval forces and our merchant marines have received services and commodities to satisfy many of their needs.

U. S. Troops Get Food from Australia and New Zealand

Let's look for a few minutes at the Australian and New Zealand reverse Lend-Lease program...especially in terms of food.

Both Australia and New Zealand are devoting 18 percent of their total war budgets to the United States armed forces. A substantial part of this assistance is in the form of food. Army mess kits in the Pacific area are being filled with Australian and New Zealand beef, veal, pork and various canned meats, potatoes, sugar, fruits and vegetables.

We have now received from Australia and New Zealand about 1,850,000,000 pounds of food for our forces in the Pacific theater. This program includes not only great quantities of fresh foods, but also of canned and dehydrated foods locally grown and processed under a program undertaken especially for our forces. If it had been necessary for us to ship this food from the United States, it would have required 130 loaded ships. We were able instead to transport more guns and tanks and equipment which could not be produced at all or in sufficient quantities in Australia and New Zealand.

Australian Food Production Undergoes Changes

This Lend-Lease program has meant many changes in the Australian food production picture. Australia was not a big vegetable eating nation before the war. Their vegetables...principally, cabbage, potatoes, squash, cucumbers and tomatoes...were produced on small truck farms near the cities. Since our Quartermaster Corps menus call for plenty of vegetables, Australia and New Zealand got basic pieces of farm machinery from the United States under Lend-Lease and started vegetable production on a larger scale.

More than five thousand acres of pasture land have been taken over by the New Zealand Agriculture Department and transformed into market gardens producing up to four and a half million pounds of fresh vegetables per month for U. S., New Zealand and Allied armed forces. Australia in many cases has plowed up ground that two years ago was virgin soil. Large quantities of these vegetables are dehydrated and canned in special plants constructed since the war began. Virtually the entire output of these plants is going to the armed forces.

Meat and Dairy Products Come from "Down Under"

The food we have received from Australia and New Zealand also includes more than 400 million pounds of beef, veal, lamb, pork and various canned meats. Our boys are also receiving millions of pounds of Australian and New Zealand butter, cheese, milk and other dairy products. Civilian use of dairy products before the war was high in these two countries and has now been substantially curtailed in order to supply a share to Americans.

A "GOOD BUY" LIST

School lunchroom managers like careful homemakers plan their menus around the Basic Seven Food Chart and within the limits of their pocketbook. These managers have found one secret of economical buying is the selection of foods in temporary abundance on local markets. Usually the price on a food in abundant supply is lower than the price of a comparable commodity which is scarcer. This method of buying also helps build better markets for farmers and the food industry.

WFA Sends Schools Monthly List of Plentiful Foods

Each month, market specialists in the War Food Administration send a list of plentiful foods to schools receiving money from the Federal School Lunch Fund. During November, the list named such foods as peanut butter, apples, onions, medium cost eggs and canned green beans as being in good supply across the nation. In addition, the list also had a section devoted to foods in good supply in the locality where the school does its food purchasing. This part of the list changed across the nation chiefly in respect to the variety of locally grown produce.

Use of Abundant Foods Eases Pressure on Scarce Foods

Temporary seasonal surpluses of food are not new...either now or before the war. Numerous reasons account for a local surplus or a national abundance of certain produce. Good growing weather and irregularities in the seasons frequently contribute to larger than expected or to overlapping crops. Lack of manpower and transportation are two other causes that often give rise to local supplies in unusual quantity. When icing facilities or storage space is not available for perishable foods, these foods must be moved quickly. With the cooperation of government, industry, trade, schools and homemakers, these stocks of abundant foods can be channeled into usefulness instead of being wasted as they might be otherwise.

Broadcasters might want to point out that by making additional purchases of abundant foods the homemaker is not hoarding; rather she is taking the pressure off foods in scarce supply.

SAVE MORE USED FATS

"Women of America have made important contribution to the war by saving used fats," declared Lee Marshall, WFA's Director of Distribution, in a recent statement lauding homemakers for the amount of fat they have salvaged for industrial war uses.

Full responsibility for salvaging used household fats has been transferred from the War Production Board to WFA without interrupting any phase of the current program, both agencies announce. OPA will continue to allow two red ration points per pound for used fats.

WFA figures indicate a reduction of about a billion pounds in 1945 fats and oils supply as compared with 1944...principally because of lower contemplated yields in some domestic oil seed crops, a sizeable drop in expected hog slaughter this fall and winter, and continued unavailability of imports from the South Pacific.

"We must have every pound of used fat we can get," Mr. Marshall emphasized. "Many people have assumed victory in Europe will reduce need for salvaging household fats. That is far from fact," Mr. Marshall said. "Right now, household fat salvage is a source of supply which must be utilized fully if we are to avoid the necessity of going into reserve stocks of food fats for industrial purposes."

TOPPING FOR THAT UPPER CRUST

Jams, jellies, preserves, marmalades and fruit butters were produced in volume this year as an essential part of our national food picture. They are really important when you consider the variety and palatability they add to foods... especially bread and cereal products.

Of course fruit spreads have a nutritional value...chiefly calories...and we like them for the flavor they add to foods which may have no outstanding flavor attraction, but which are important for protein, vitamins and minerals.

Commercial Fruit Spread Production Totals 650 Million Pounds

During this year, about 650 million pounds of commercial fruit spreads will be made for civilian use. This means over five pounds per capita. Citrus marmalade and apple butter will be the most plentiful. Jellies in good supply will be grape, apple and crabapple. In better supply in the fruit preserve classification are blackberry, peach, apricot and grape jam.

Strawberry, raspberry and cherry are fruit preserves in short supply due to small crops of these fruits this year.

DATES FROM IRAQ

About 15,000 tons of dates will be coming from Iraq. These dates will appear on civilian markets in the coming months. While the imports will greatly supplement the domestic crop, our supply of dates this coming year will still be less than in pre-war years.

VICTORY GARDENS IN 1945

With this year's bountiful harvest almost over, it's time to start making plans for next year. Since our food situation is good, some people have been asking whether we should plant victory gardens next year.

Broadcasters who will suggest to their listeners a victory garden for 1945 have the full backing of Judge Marvin Jones, War Food Administrator.

Before the National Victory Garden Conference, held in Washington, D. C. last week, Judge Jones said that "Gardeners on farms and in cities would do well next year to equal their own good record of this year."

The reasons for a 1945 victory garden program are the same as in the past, Judge Jones said. However, he indicated that gardeners would not likely be called upon next year to make up for any actual food shortage.

We are not only concerned with giving encouragement to home gardens next year, but every year, Judge Jones emphasized. "I think we should continue our gardens—not only for the food, but for the deep satisfaction they yield. Working in a garden for an hour or two at the end of a busy day spent in an office or factory has provided a wonderful balance wheel to millions who have worked day after day at war jobs with little or no vacation or recreation. Contact with the earth and with growing things is good for all of us."

Broadcasters might remind homemakers that during the war years the extra food produced by town and city gardeners might be looked upon as insurance... insurance that they will have enough of the health-giving fresh vegetables. Homemakers who have raised more vegetables than they can consume, have demonstrated their American resourcefulness by canning it, or storing it in frozen lockers.

A good garden develops that old-fashioned neighborly friendliness. You may have nothing in common with the man next door...until you begin a victory garden. Then across the fence...you soon begin to compare notes on how to plant this or that...how's your tomatoes...and what's wrong with my beans...they bloom and bloom but don't produce. When you have a surplus of something your neighbor doesn't have...you give it to him. First thing you know the guy next door is a jolly good fellow...and you've had a better variety of fresh vegetables on your menu than you would have had without your garden and his.

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* **BEST BUYS IN FRESH FRUITS AND VEGETABLES** *
*
* Based on comparative abundance and relatively low *
* price, in most retail markets of the Southwest, *
* as reported by the WFA Office of Distribution. *
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* * * * *

Texas oranges and grapefruit led the War Food Administration's list of best food buys this week. First tangerines of the season also found popular reception although supplies as yet are not plentiful enough to place them very far up on the list. Grapes, lemons and pears also barely made the grade, but apples maintained their place near the top.

In the vegetable group, cabbage and onions took first place, with potatoes close behind. Turnips and sweet potatoes stood third on the list, well above such vegetables as cauliflower, celery and lettuce. Spinach appeared among the popular items for the first time this season, as movement from the South Texas area took on active proportions.

"Best Buys" at Key Markets

- ARKANSAS: Little Rock... Washington apples, Colorado onions, Texas oranges and grapefruit, Colorado and Nebraska Triumph potatoes, Wisconsin cabbage.
- COLORADO: Denver..... Texas oranges, tangerines, beets, cabbage, carrots, cauliflower, potatoes, squash, turnips.

KANSAS: Topeka,.....Grapefruit, apples, cauliflower, sweet potatoes,
onions.

Wichita.....Apples, Texas citrus fruits, grapes, cabbage, cauliflower, onions, Irish and sweet potatoes, turnips, celery.

LOUISIANA: Baton Rouge....Onions, Irish potatoes, cabbage, turnips.

New Orleans....Potatoes, citrus fruits.

Shreveport.....Oranges, grapefruit, onions, cabbage, sweet
potatoes, greens.

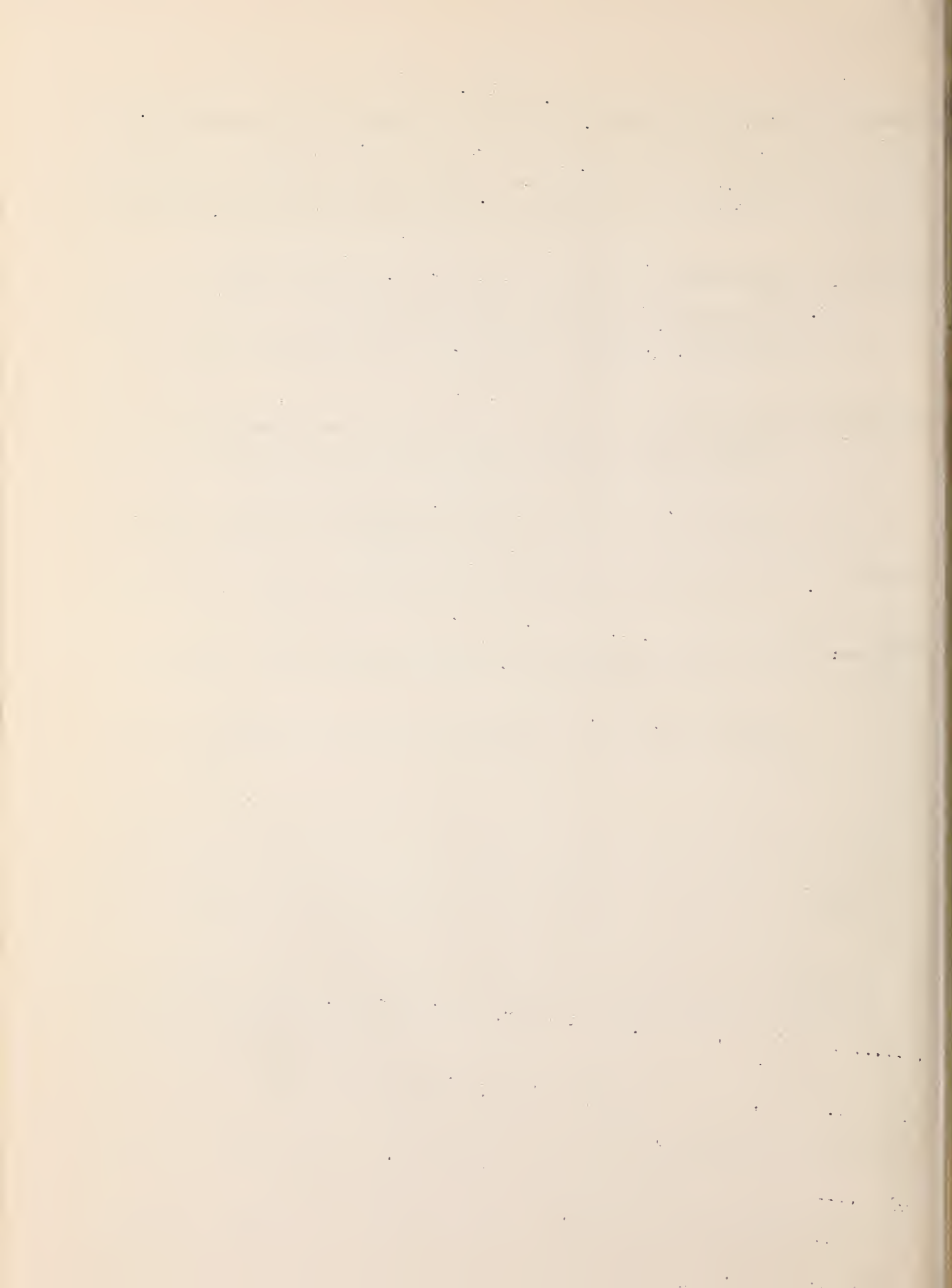
NEW MEXICO: Albuquerque,) Yellow onions, cabbage, Pascal celery, lettuce,
Gallup and) potatoes, turnips, apples, Texas grapefruit,
Santa Fe) oranges, lemons.

Las Vegas.....Apples, citrus, grapes, pears, lettuce, cabbage,
tomatoes, celery, turnips.

OKLAHOMA: Oklahoma City..Apples, cabbage, grapefruit, onions, oranges,
potatoes, spinach, sweet potatoes.

TEXAS: Fort Worth. . . . Apples, beets, cabbage, cauliflower, carrots,
 grapefruit, onions, oranges, spinach, sweet
 potatoes.

Houston.....Onions, turnips, Irish and sweet potatoes, apples,
oranges, grapefruit.



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DALLAS, TEXAS
December 9, 1944
No. 50



Radio Round-up

on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

OUT ON A LIMB...Record nut crop...with pecans and English walnuts in the lead...provides plenty of goodies for the nut bowl.

CHRISTMAS SLEUTHS AT WORK...Gifts from abroad...endanger American plants...if not inspected for diseases and insects.

WHY THE SALES CURVE RISES...WEA's School Lunch Program gives farmers new markets...and children one-third of necessary diet.

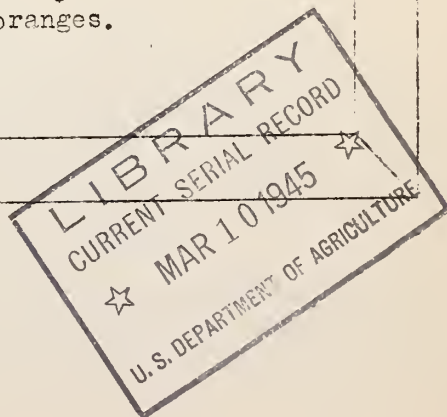
FORECAST: A GREEN CHRISTMAS...Evergreens arrive in time for St. Nick...Holly and mistletoe add festive air to home decorations.

SMOOTHER PEANUT BUTTER...Things to come in '45...peanut butter of improved texture and flavor...homogenized to retard oil separation.

STRAINED SITUATION...Waste matters in salvaged fats...destroy their value for industrial war needs.

FOODS IN THE ECONOMY SPOTLIGHT...Cabbage...sweet potatoes...spinach...beets...peppers...grapefruit...and oranges.

WAR FOOD ADMINISTRATION
Office of Distribution



OUT ON A LIMB

Pecans, English walnuts, almonds and filberts...our four principal domestic tree nuts...are of record or near record crop-size this year. We need this big crop because the war has curtailed total supplies of imported nuts.

Although the total nut supply is not abnormally large, it's important to encourage homemakers to buy more nuts than usual this holiday season and during the winter months. Here's the reason...the nuts we shall have on hand this coming spring will require cold storage. As you know, this type of storage space is exceedingly limited.

Probably, you broadcasters already plan to include homemade nut cake, cookies and candy recipes in pre-Christams programs. But in addition to this, suggestions for using nuts in other than baked products will help increase sales for the next few months. In other words, put the nut bowl and cracker back on the table.

Price of Nuts Increases

Growers and shippers have experienced some difficulties in getting the large crops harvested, graded, packed and shipped to market because of scarcity of labor and transportation. Commercial nut shellers have been handicapped to some extent for the same reasons. But all have worked double shifts to meet the holiday demand.

True, the prices of nuts are higher than in pre-war years. But the cost of products to tree nut growers has increased too. The cost of materials, labor for caring for the trees, harvesting, cost of grading, packing and shelling are all in line with present conditions.

Pecans and English Walnuts Lead in Production

Of the four varieties, pecans grown in our Southern States are now the most abundant. (About 143 million pounds or 10 percent over last year's bumper crop.) Large type pecans of the so-called "improved varieties" are the kinds marketed in the shell for home cracking. The smaller pecans produced on native or seedling trees are usually shelled commercially. These shelled nuts are convenient time savers.

Latest crop figures on English walnuts produced in our Pacific Coast States now total about 138 million pounds...making walnuts second to pecans in this year's volume production.

Supply Amounts to One Pound Per Person

Almonds from California are running about 41 million pounds and filberts from the Pacific Northwest (Oregon principally) about 13 million pounds. Almonds are good salted to be eaten "out of hand" or make a special addition to cakes and coffee cakes. Almond paste, which can be made at home from blanched ground almonds, is the base of macaroons and wonderful in certain types of pastry.

Other domestic tree nuts...black walnuts and hickory nuts are available in some localities. All in all...our domestic supply amounts to about one pound of nut meats for each person in the United States. Since nuts are rich in protein and

fat, they are a good food for cold weather...a valuable supplement to the diet during the Christmas period and through the winter months that follow.

CHRISTMAS SLEUTHS AT WORK

Hula grass skirts, German helmets, rare tropical plants...all are among the unusual gifts our servicemen overseas are sending home. The thought behind those gifts is fine, and the packages bring the sights and experiences of our boys closer to the homefolks. But there is one warning you may want to pass along.

Have your listeners who receive gift packages from servicemen overseas destroy materials which are likely to carry insect pests and plant diseases. Once established in this country, these pests and diseases could do serious harm to our farms, gardens, forests, lawns, flower beds and homes.

Stowaways Endanger American Plants

It's impossible for our quarantine and customs inspectors to examine each package to make certain it's free of plants, unprocessed plant products or packing material that are carriers of injurious pests. The millions of men and women who serve our country overseas are sending home too vast a volume of gift-mail for wartime personnel to inspect at ports of entry.

At present the U. S. Army and Navy are cooperating by giving instructions to the men and women as to what plant materials are likely to carry plant pests and should not be mailed home. Censors are cooperating in the enforcement of these instructions. Postal and customs personnel are assisting our plant quarantine inspectors in segregating packages containing plant material. All this is in the interest of bringing home as rapidly as possible, and with safety, all gifts from overseas.

Burn Packing Around Gifts from Abroad

Since it's impossible to check all packages, the folks at home must help protect their farms and homes from foreign diseases. So if the package contains some souvenir in raw unginced cotton, rice straw or hulls, dried grasses or forest litter...perhaps the only packing supplies at the front line...this material should be burned promptly.

Quarantine Stations Inspect Imported Plants

When a package containing plants comes in from abroad, it's usually inspected. If passed, the wrapper is stamped "Entry Permitted" or "Inspected and Released" by Bureau of Entomology and Plant Quarantine, United States Department of Agriculture.

If a foreign plant has not been stamped with this mark, the package should be sent to the nearest Bureau of Entomology and Plant Quarantine inspection station. These are located in Hoboken, New Jersey; Laredo, Texas; Seattle, Washington; and San Francisco, California. If the station determines the plant is free of disease or pest, it will return the package.

Instructions Show How to Receive Foreign Plants

Anyone who wants to receive plants, bulbs, roots and seeds from abroad can follow a simple procedure drawn up by U. S. Department of Agriculture. Just write to the Bureau of Entomology and Plant Quarantine, U. S. Department of Agriculture, 209 River Street, Hoboken, New Jersey and ask for instructions on how plants should be packaged abroad. These simple official instructions can be sent to servicemen with the request that they follow them.

Only with the cooperation of the folks at home can we help keep out foreign plant pests. In the past, the Japanese beetle, European corn bore, gypsy moth and cotton bollweevil have come into this country from abroad. These insect pests right now cost us in crop damage at least one hundred million dollars a year.

WHY THE SALES CURVE RISES

Last week in RADIO ROUND-UP we said that school lunchroom managers who were buying plentiful foods were helping "build better markets for farmers and the food industry." We've received a couple of letters from broadcasters asking us to expand on that statement.

School Lunch Gives Farmers a New Market

So here we go again. If every boy and girl got...or could get...a well-balanced lunch at home, the children of the nation would be eating their full quota of agricultural products. However, this noontime Utopia does not exist. For various reasons many children who do not have the advantage of a school lunch program eat noon meals that are not at all adequate.

Thousands of well-planned lunches will use more fruits, vegetables, milk, meat and other agricultural products than thousands of poorly planned lunches. So, school lunchroom managers who are serving model meals to the children all over the country are using more of the farmer's products than would otherwise be used.

Children Left to Own Resources Fail to Choose Good Diet

When mothers work they don't have time to shop for and pack nutritious lunches for their children. Children left to get their own lunch would rather play and grab a quick snack. Even when there is an adult to prepare the meal at noon, the lunch may be inadequate...especially if the person who prepares the meal doesn't know the foods a growing child needs.

WFA Standards Assure Good Meals and Increased Use of Farm Products

In every one of these instances, the farmer has lost a potential market. And the children are even greater losers. When a school serves a noon meal that meets type A and type B lunch standards set up by the War Food Administration, every child who participates is assured from one-third to one-half of his daily food needs.

When you realize that approximately 30,000 schools cooperated in the 1943-44 Community Federal School Lunch Program, you can see what is meant by expanding markets for agricultural products. At the same time the schools are seeing the children develop sound food habits that mean health now and in the years to come.

FORECAST: A GREEN CHRISTMAS

The Department of Agriculture, Office of Defense Transportation and War Production Board believe that an ample number of Christmas trees will get to roadside stands and markets across the country in time for the holiday trade.

An expected supply of ten to fifteen million trees should provide a selection of "tall 'uns" and "short 'uns" for all families calling for this traditional green at Christmas. Foresters are suggesting holding off cutting of the trees until orders are in sight...instead of doing all the actual cutting before demand is determined. This method of marketing Christmas trees will prevent an oversupply and dumping of thousands of trees.

Where Christmas Trees Come From

Most of the nation's supply of Christmas trees comes from forest land, though some farms make a speciality of growing conifers for holiday sale. Eastern markets are largely dependent on New England forests, particularly those in Maine. These eastern forests are almost entirely in hands of private owners. Big cities in the Middle West will get their trees chiefly from the northwoods country or the West. Some come from local farm woodlots. The West draws a lot of trees from national forest lands. Trees from these nationally owned forests are marked by the Forest Service and sold under special use permits. The cutting must be done without harm to future forest crops.

Holly and Mistletoe Give Holiday Touch

Holly...another popular green for Christmas grows along the Atlantic Coast from Massachusetts south to Florida and along the Gulf Coast to Texas. In the past, cutting of holly has been so extensive, especially in the growing region north of Maryland, that the tree is disappearing in this section. This year most of the fresh cut holly will come from the eastern shore of Maryland. The Pacific Northwest gets a major part of its holly from cultivated trees. The state of Washington is rapidly developing the cultivation of the English holly tree for sale as Christmas Greens.

As for mistletoe, Oklahoma and Texas provide the main market supply. Mistletoe is a parasite and grows largely on the oak and hackberry trees in these two states.

SMOOTHER PEANUT BUTTER.

After the first of the year most peanut butter manufacturers will be marketing even a smoother, richer-flavored peanut butter.

In the first place, only No. 1 or top grade peanuts will be going into peanut butter. During past seasons, No. 2 grade peanuts were also used. With slightly more peanuts produced than in 1943, early estimates now indicate enough top grade nuts to meet demands for peanut butter manufacturers. The lower grade peanuts will be used to make peanut oil, popular as a salad dressing ingredient and for use in margarine and cooking fats.

Homogenizing Retards Oil Separation

Then too, manufacturers are able to get priority on certain types of homogenizing machinery. With this equipment the peanut butter can be so prepared that oil

separation will be retarded. Those homemakers who prefer the coarser grind butter will find that variety as well as the creamy or "regular" grind on the market.

Peanuts Offer Many Food Uses

Of course, you broadcasters are familiar with the many uses of peanuts and peanut butter... sandwich spreads, salads, desserts, cookies and meat sauces. They are group five foods on the Basic Seven food chart because they are rich in both protein and fat and are good meat alternates. Since the protein of peanuts is of good quality, you could stress the idea that they can well occupy a more prominent place in every-day diets. One ounce of peanuts or two tablespoons of peanut butter will provide about a tenth of the day's requirement of protein. Peanuts can also be an important inexpensive source of thiamine, riboflavin and niacin. A one-ounce package will supply about a fourth of the day's requirement of niacin.

STRAINED SITUATION

When you tell your listeners to save fat from the holiday fowl or roast for the salvage drive, accent the fact that all used, cooking fat must be strained. At present, renderers report pieces of bone and other waste matter are going into the salvage can.

Used kitchen fats go into the common national pool of tallows and greases for use in war industries and for civilians. The manufacture of synthetic rubber, metal working lubricants, munitions and other vital war equipment all require fats and oils.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Based on comparative abundance and relatively low price, in most retail markets of the Southwest, as reported by the WFA Office of Distribution.

Interest in fresh foods this week centers on newcomers to the War Food Administration's list of best buys. Still only in the outer rim of the spotlight... but expected to climb rapidly during coming weeks... these menu starlets include southwest spinach... beets... peppers... and tomatoes. Colorful... vitamin-rich... and flavorful... these vegetables will add zest and appetite appeal to meals planned around a variety of more plentiful items from other growing sections. Cabbage leads the vegetable parade... not far ahead of sweet potatoes... Irish potatoes... onions... turnips... celery... and carrots.

Bright golden grapefruit... and rich yellow oranges top all other fresh foods in popularity... with their abundance... price appeal... and all-round nutritional goodness. Apples make the group a threesome... adding color contrast and varied food value. Cranberries... scarce as they are... join lemons and tangerines at the bottom of the list.

"Best Buys" in Key Markets

ARKANSAS: Little Rock... Washington apples, California grapes, Nebraska and Wyoming red potatoes, Texas oranges and grapefruit, California celery, local turnips and tops.

COLORADO: Denver..... Apples, grapefruit, tangerines, Texas oranges, carrots, celery, onions, potatoes, squash, sweet potatoes.

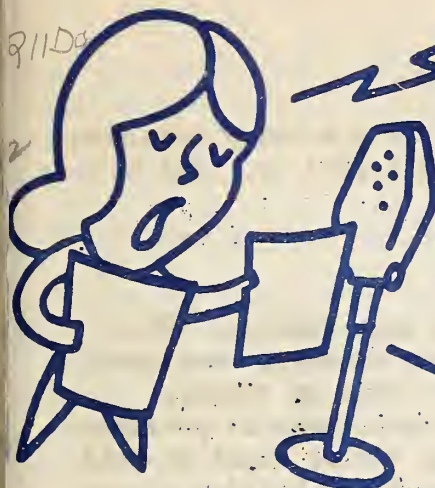
KANSAS: Topeka..... Apples, grapefruit, pears, cabbage, celery.
Wichita..... Citrus fruits, apples, carrots, spinach, turnips, beets, sweet potatoes, cabbage, onions, celery.

LOUISIANA: Baton Rouge.... Onions, cabbage, potatoes, Louisiana cauliflower.
New Orleans.... Potatoes, citrus fruits, onions.

NEW MEXICO: Albuquerque)... Onions, apples, cabbage, carrots, beets, lettuce,
Gallup and) potatoes, sweet potatoes, lemons, oranges,
Santa Fe) grapefruit, celery, turnips, grapes, pears.
Las Cruces..... Onions, oranges, grapefruit, apples, potatoes, cabbage, lettuce, carrots.
Las Vegas..... Sweet potatoes, lettuce, cabbage, turnips, carrots, cauliflower, citrus, pears, apples.
Roswell..... Sweet potatoes, spinach, celery, acorn squash, carrots, turnips, beets, broccoli, cucumbers, cauliflower, lettuce, bell peppers, tomatoes, cabbage, cranberries, pears, grapes, oranges, grapefruit, apples.

OKLAHOMA: Oklahoma City.. Apples, cabbage, citrus, onions, potatoes, turnips, sweet potatoes.

TEXAS: Fort Worth..... Apples, cabbage, grapefruit, onions, oranges, peppers, spinach, sweet potatoes.
Houston..... Cabbage, squash, English peas, green beans, grapefruit, pears.



DALLAS, TEXAS
December 16, 1944
No. 51

U. S. DEPARTMENT OF AGRICULTURE
Radio Round-up
on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

THIS IS THE STORY...not of Lili Marlene...but of the Army Christmas menu...which features turkey, fruits and vegetables, and sweets.

DRUMSTICKS FOR G. I.'s...Chicken set-aside order...assures QMC of enough fryers and broilers...but cuts Eastern civilian supplies.

POTATOES FOR KP DUTY...QMC gets most of Idaho-type tubers...because they keep better.

THE SHORTEST DAY OF THE YEAR...gives some time-saving hints.

PACKED LIKE SARDINES...Civilians get 45% of 1944 pack of pilchards...October and November catches swamp canneries.

KID-GLOVE ORANGES...History says Tangerines grown by Chinese 4000 B. C...Planted in U. S. about 75 years ago.

LEMON SITUATION LESS SOUR...New crop starts moving to market.

FLASH BACK ON APPLES..."Flash Pasteurization" is the new method of preserving apple juice.

BEST FOOD BUYS...Include onions, oranges, grapefruit, cabbage and Irish potatoes.

WAR FOOD ADMINISTRATION
Office of Distribution

THIS IS THE STORY

Not of Lili Marlene...but of the army Christmas menu. It's a story that you, your listeners and the War Food Administration have had a part in. And it's a story that had its beginning months ago.

G. I. Menu Features Turkey

Take a look at this menu. You'll notice turkey is the main feature. Well, way back in the early spring the army started buying hen turkeys. And then in July the War Food Administration issued a set-aside order on turkey. Probably you told your listeners that this food order would make it possible for the army to buy the turkeys they needed and that no turkey would be sold to civilians until the necessary pounds were bought for G. I. holiday dinner.

Of course, this menu is the army's master menu, and it will vary somewhat in different parts of the world. Some of the turkey will be boned and canned...particularly in the countries where it's impractical to ship bulky refrigerated food.

Armed Forces Get Fruits and Vegetables in One Form or Another

As for the fruits and vegetables...the army will make every effort to serve them fresh. In this country, the fruit salad on the Christmas menu will be made from fresh oranges, grapefruit, apples and tangerines. But in camps abroad the salad will be made from canned fruit. Because a certain amount of canned fruit was set aside by the War Food Administration for military purchase...and because your listeners have been doing without the commercially canned fruit they would like to have...the army cooks will have the canned fruits they need.

An interesting note here is that cargoes of apples and oranges have been sent to the men on the European battle fields this fall, and very possibly more will reach them in time for the finishing touch to the Christmas dinner. And the citrus fruit that is grown in Africa is of excellent quality and popular with our army stationed there.

Cranberries Add Final Christmas Dinner Touch

Although cranberries were not so plentiful this year, every company will have a share of them...canned, fresh or dehydrated...to make a little of the tart jelly so popular with turkey. Here again a set-aside order of the War Food Administration comes into the picture...30 percent of the cranberry crop was allotted to the armed services.

The green vegetables on the menu...asparagus and peas...probably will be canned. In addition there will be whipped Irish potatoes...fresh or dehydrated...and candied sweet potatoes...fresh or canned.

Fighting Men Relish Dressing and Hot Bread

Sage dressing and hot rolls with butter are almost sure to be served every army man wherever he may be. Fresh bread is one of the highly prized foods that men in action anticipate and enjoy. The butter was mainly purchased in

summer months when milk production was at a seasonal high. In every case, allocations were set up by the War Food Administration so that our armed services would be assured of what they need for America's agricultural production.

Months of Planning Pays Off

So you see, months of planning and buying have been behind these dinners. Even the menu was planned about six months ago by the army dietitian at headquarters in Washington. And though men on combat duty may be eating C or K rations Christmas day, they very likely will eat their turkey dinner as soon as they return from active duty or perhaps before they go.

Roast Turkey	Sage Dressing
Giblet Gravy	Cranberry Sauce
Snowflake Potatoes	Candied Sweet Potatoes
Green Peas	Asparagus
Fresh Fruit Salad	with Mayonnaise
Celery Pickles	Olives
Hot Rolls	Butter
Hot Mincemeat Pie	Ice Cream
	Coffee
Candy	Fruit Nuts

DRUMSTICKS FOR G I'S

Every country has a dish that means "special treat." In America, chicken dinners mean Sunday feasts or a more fancy menu when friends and relatives come to visit. Because of these associations, the army considers chicken a morale food for our fighting men and women.

Chicken Set-Aside Order Affects Only Del-Mar-Va Area

The armed forces now face a shortage of 110 million pounds of chicken in the first months of 1945. To enable them to have the chicken they need, the War Food Administration issued a War Food Order (effective December 11) which reserves all the chicken produced in the Del-Mar-Va Peninsula for the armed forces. This means that every chicken produced or processed in the important poultry areas of Delaware, Maryland, Virginia and West Virginia must first be offered for army purchase. Chickens that do not meet army specifications are not subject to further restrictions and the owner may sell them when and where he wishes.

Army Wants Fryers and Broilers

If you're wondering why this section of the country was chosen instead of some other section, here is the answer. The Delaware, Maryland, Virginia and West Virginia area is one of the few poultry areas in the country where chickens are raised in great number for sale at the fryer and broiler stage. In other poultry sections, flocks are raised not only for meat supplies but for eggs. If the chickens are not to be kept as layers, they are sold off in the summer and fall months. Right now fryers and broilers are the types the army wants. And in other than these few commercial broiler areas, poultry marketing is at a seasonal low.

So until the necessary chickens are purchased by the army, consumers from New York City to Richmond, Virginia will find chickens...especially broilers and fryers...few and far between during the next several months.

Poultry in Storage Totals Over 200 Million Pounds

Storage chickens and chickens produced in other areas are not subject to the order. Neither are other types of poultry...such as duck, turkey, geese or squabs. The order will be terminated as soon as possible. And if necessary other areas may be named to supply chicken for armed forces needs.

It's true, the stocks of poultry in storage for the whole country are now well over 200 million pounds. The army owns a small part of this supply, but the balance is not packed suitable for army export shipment and therefore this poultry will be available to civilians.

POTATOES FOR KP DUTY

When your listeners begin to notice a shortage of the long, Idaho-type of potato, you may want to explain where the supply is going.

Since December 11, all shippers who buy and sell potatoes grown in the heavy producing counties of Oregon, Idaho and California have been required by a recent War Food Order to offer their stocks to government buyers before making deliveries elsewhere.

These potatoes are needed to meet military needs both in this country and abroad, but particularly in the Pacific fighting zone where the armed forces are expanding rapidly. The order was necessary because the Quartermaster Corps has had difficulty in obtaining supplies of potatoes in the quantity and quality they need on the open market.

Why QMC Favors Western Potatoes

The potatoes from the Western areas designated are of good keeping quality and especially suitable for export use. It follows in line of economy of transportation that these Western areas be chosen because they are near ports where shipment will be made to the Pacific front. Then too, a certain percentage of the dehydration plants are in the Western region.

Supplies of the potatoes from these designated areas not required to meet military needs will be released into civilian trade channels.

1944 Potato Crop Exceeds 10-Year Average

The nation's 1944 potato crop is some 25 million bushels above the 10 year (1933-42) average production. And Maine alone has 40 percent of the 1944 supplies not yet sold in commercial trade channels.

BEEFING ABOUT MEAT

You've been hearing a great deal about meat grading these days...how to distinguish the ration-free utility grade beef from the choice, good and commercial grades that require points. We covered the subject of grades

in the June 17 issue of RADIO ROUND-UP. If you could use further information, there is a leaflet published by the U. S. Department of Agriculture called, "Buying By Grade." It is free to broadcasters on request. Just write to: War Food Administration, 425 Wilson Building, Dallas 1, Texas, Attention Marketing Reports Division.

THE SHORTEST DAY OF THE YEAR

Here's a copy tip for this week...December 21 is the shortest day of the year. You may want to hang some timesaving hints in this angle. Speed up ideas, such as shredding cabbage for quick cooking, using the absolute minimum of water and having the water boiling to start with, then keeping cooking time short. Probably you have a file full of similar hints.

PACKED LIKE SARDINES

They look like sardines and they taste like sardines...so pilchards caught off the coast of California are marketed under the trade name of sardines. This year, pilchards, or California sardines, are one of the nation's biggest fish catches. The expected canned production will be nearly 3 and a half million cases. That's a "whale" of a lot of sardines when you realize how many of the "little uns" are packed into one tin.

October and November Catches Swamp Canneries

The heavy landings in October and November swamped canneries. Fish meal and oil plants were also worked to capacity. Fish meal by the way, is used for poultry mash and fertilizer and fish oil goes into the national pool of greases and tallows.

Civilians Get Almost Half of 1944 Pack

Since sardines are in heavy demand for overseas shipment, every possible pound is canned. War requirements will take 55 percent of this year's pack, leaving 45 percent for civilians.. This civilian quota will make an important contribution to the supply of canned fish available to the folks at home. Owing to war needs, the civilian supply of other canned fish, especially salmon, is below normal.

KID-GLOVE ORANGES

That's the name sometimes tagged to tangerines because the skin peels off readily---and if you know the trick, all in one piece. So tangerines are ideal in the fruit bowl for dessert or between meal snacks. No loose juice to make your fingers sticky, and the sections come apart easily.

Right now these relatives of the citrus family are plentiful in most of the nation's markets. Even with the hurricane loss the tangerine crop is one of the biggest ever. The all high record was set in the 1942-'43 season. Practically our entire commercial production comes from Florida. But tangerines have a short season...they're mostly gone by March. So, you'll want to call your listeners attention to tangerines while they last.

Tangerines Contain Vitamins A and C

Not only are tangerines easy to eat, but they're good for you. They don't have quite the amount of vitamin C as oranges and grapefruit. But they beat their relatives in vitamin A...that vitamin which helps prevent night blindness and builds up a resistance to infection.

History Shows Fruit Known in China 4000 B. C.

And if you want a bit of romantic history in your copy...you can point out that tangerines were known several thousand years ago. Way back in 4000 B. C., in China, only the wealthy could buy them. The fact that today they are also known as Mandarin oranges, shows their Oriental origin. Our grandfathers were not as familiar with tangerines as most of us are today. It was about 75 years ago that this fruit was first planted in the United States.

Open Crate Entices Soldiers

Tangerines are popular in the army. However, one mess sergeant reported that when he first served tangerines at the table a lot of the boys passed them up. Then he took to leaving a crate open outside the mess hall. He noticed the boys then made a special trip to go by the box and help themselves. Possibly they thought they were getting a taste of forbidden fruit. At any rate, tangerines are mighty well liked in that camp now...so the story goes.

LEMON SITUATION LESS SOUR

We touched on the lemon shortage in a November issue of ROUND-UP. At that time we explained heavy demands had exhausted the storage supply and it was a little previous for the harvest. Now the new crop is starting to market. Perhaps your listeners won't notice any great increase in volume for a couple of weeks. But you'll be able to forecast that adequate supplies are on the way.

FLASH BACK ON APPLES

When you're telling about the available supply of apples on the market, you may want to mention a new method for preserving apple juice..."flash pasteurization."

Pasteurization Preserves Original Flavor

Scientists at the New York State Experiment Station who work on improving fruit juices say that apple juice...they object to calling it cider...can best be preserved by "flash pasteurization." This means the cans or bottles of juice are held one minute after filling at 170 to 175 degrees Fahrenheit. Next they are inverted for three minutes...then cooled rapidly. This method saves the original aroma and flavor of freshly pressed apple juice.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Based on comparative abundance and relatively low price, in most retail markets of the Southwest, as reported by the WFA Office of Distribution.

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Onions represented vegetables, while oranges carried the banner for fruits, at the head of the War Food Administration's parade of best food buys this week. Grapefruit and apples fell in line only a step behind their leader, but other fruits were poorly represented. Tangerines increased their pace slightly but still moved in step with grapes and pears near the end of the line. Various classes of vegetables filled in the middle gap. Cabbage and Irish potatoes were closest to the standard-bearers, with turnips, sweet potatoes, celery and carrots about midway on the list.

"BEST BUYS" AT KEY MARKETS

ARKANSAS: Little Rock....Oranges, grapefruit, yellow onions, potatoes, tangerines, apples, celery, cauliflower.

COLORADO: Denver.....Apples, oranges, grapefruit, cabbage, carrots, celery, onions, potatoes, rutabagas, turnips.

KANSAS: Topeka.....Grapefruit, grapes, apples, tangerines, onions.
Wichita.....Apples, oranges, celery, potatoes, carrots, cabbage, onions.

LOUISIANA New Orleans....Potatoes, citrus fruits.
Shreveport....Oranges, grapefruit, cauliflower, cabbage, onions, potatoes.

NEW MEXICO: Albuquerque,...Onions, lettuce, spinach, carrots, turnips, beets, parsnips, Pascal celery, cabbage, eggplant, sweet potatoes, hubbard squash, oranges, grapefruit, tangerines, apples, pears, grapes.
Gallup and Santa Fe
Las Cruces....Onions, grapefruit, oranges, lemons, apples, yams, potatoes, lettuce, cabbage.
Roswell.....Green beans, sweet potatoes, beets, celery, turnips, cauliflower, carrots, spinach, bell peppers, squash, cucumbers, broccoli, eggplant, lettuce, tomatoes, apples, pears, grapes, limes.

OKLAHOMA: Oklahoma City..Apples, cabbage, onions, oranges, potatoes, sweet potatoes, turnips.

TEXAS: Fort Worth....Apples, cabbage, cauliflower, grapefruit, onions, oranges, peppers, rutabagas, sweet potatoes, bulk carrots and turnips.
Houston.....Onions, beets, turnips, sweet potatoes, greens, oranges, grapefruit.

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DALLAS, TEXAS
December 23, 1944
No. 52



Radio Round-up

on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

RING OUT THE OLD YEAR... 1944 crop report shows production of grains, fruits, nuts and commercial vegetables in the lead.

CHEESE FOR JANUARY... Supply exceeds last January's by 10 percent. Set-aside to continue because of military needs.

WITHSTANDING A STARE... "Continuous inspection" assures consumer of quality merchandise...packed under sanitary conditions.

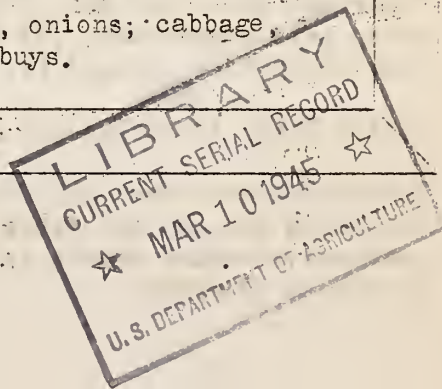
NOW WITH HARMLESS SHELLS... German prisoners of war alleviate manpower shortage by sorting peanuts for quality and grade.

FRESH FOOD FOR A FRESH LOOK... Winter meals need fresh fruits and vegetables to give you that lively look and to prevent colds.

UNCLE SAM'S GUEST HOUSE... Visiting dignitaries get their favorite dishes...but the hostess keeps Blair House geared to wartime thrift.

YEAST RISES TO THE OCCASION... Importance of small component of a loaf of bread... How manufacturers grow microscopic plants to leaven dough.

FOOD TIPS... list apples, oranges, grapefruit, onions; cabbage, turnips, carrots and sweet potatoes as good buys.



WAR FOOD ADMINISTRATION
Office of Distribution

RING OUT THE OLD YEAR

When the scores for 1944 are added up, American agriculture will have a tally in the championship class.

According to the last monthly crop report issued by the U. S. Department of Agriculture, record after record was broken. Put down first the long hours of labor that piled up the harvest. There were fewer skilled men on the farms than in any year since we entered the war. Only power equipment, long hours of labor and peak-season helpers saved the situation.

Despite limited or inexperienced labor and despite growing conditions in some localities much less favorable than in 1942, the crop production in 1944 about equaled the all-time record of two years ago. And it is 6 percent above last year.

1944 Corn and Wheat Crops Shatter All Previous Records

Practically all groups of crops shared in the large production. Totals for grains, fruits, nuts and commercial vegetables were way out in the lead. Here are some of the yield figures: corn production now estimated at over 3,228 million bushels shatters all previous records...or 97 million bushels over that 1942 gage.

The nation's largest wheat crop in history stands at well over a billion bushels. This is 70 million bushels larger than in 1915...the highest previous record and also due to war demands. Oats production climbed to over 1,166 million bushels which is 3 percent over last year.

U. S. Exports Rice from Biggest Crop Ever Harvested

Rice production rose to 70 million bushels to exceed all previous records. Fortunate too because this country is now shipping rice to countries that used to depend on Burma, Thailand and Indo-China for their supplies. Besides continuing average civilian allotments, our rice continues to go to Cuba, Puerto Rico and Hawaii...regular customers before the war. New outlets since the war are the United Kingdom, Russia, West Africa, Greece and France.

Tobacco Yields Totals Billion and Half Pounds

This year's production of peanuts, soybeans, tobacco and hay and forage have each been exceeded but few times. Tobacco production in 1944 is estimated at over a billion and a half pounds. This is nearly a third larger than last year and only 2 percent less than the 1939 record. There is however a larger share of tobacco going into cigarettes...27 percent over 1943. But of course the tobacco used to make cigarettes is aged for varying periods of time, normally about 2 years.

Cotton Fiber Yield Reaches All-Time High

The cotton crop was only about average though adequate to meet present conditions. One thing though, the fiber yield per acre, 295 pounds, is 23 pounds above the previous all-time record in 1942. However, the acreage harvested is the smallest in almost 50 years.

Potato Supply Average But Sugar Crops Decline

Potatoes and sweet potatoes will provide about the usual per capita supply. A large part of this crop will go for war requirements. Production of sugar and sirup crops as a group were below average chiefly because sugar beet plantings continued on a low scale.

Although there are some local shortages of feed and hay, Americans start the New Year with a larder that looks well for our army, civilians and allies.

CHEESE FOR JANUARY

When you are suggesting a dish that calls for the use of cheese, you can count on the same supply on the market as was available during November and December. Civilian supplies of cheddar in January are expected to be at the level held in these two months...approximately 34 million pounds.

Supply Exceeds Last January's By 10 Percent

Good news, though, is that this supply is 10 percent larger than in January 1944. Manufacturers of cheddar cheese are only required to set aside 25 percent of their January production for government purchase. A year ago it was 30 percent for the same month.

Military and lend-lease requirements for cheese are expected to remain high so the set-aside program will continue. But as in the past, monthly quotas for government purchase will be adapted to seasonal changes in production.

WITHSTANDING A STARE

Food packed under continuous inspection of the U. S. Department of Agriculture really gets the "eye." It must withstand a long stare from Uncle Sam's men and women in white. But here's the story.

Plants Must Request and Pay for "Continuous Inspection"

"Continuous inspection" of canned fruits and vegetables was started by the U. S. Department of Agriculture in 1939. But the canneries themselves must request and pay for this service. It started as an experiment with one processor back in 1939. But an official check the past month revealed that 72 plants across the country had continuous inspection for the 1944 canning season.

In the first place, a plant that wants "continuous inspection" service must have clean working rooms with proper ventilation... Then there must be well-arranged working equipment and good facilities for disposing of waste.

Inspectors Follow Food Through All Stages of Processing

When we say "continuous inspection," we mean tests start from the time produce is brought into the canner's receiving station until it is ready to leave for the grocery shelf. Fresh-food inspectors may check the fruits or vegetables as they are delivered at the cannery receiving platform. Then processed-food inspectors follow the fruit or vegetables through the plant. These inspectors are highly trained food specialists. About half of them are women and they work

in 50 laboratories across the country. Inspectors best fitted by experience to observe plant operations are assigned from the laboratories to work in plants desiring continuous inspection.

Specialists Analyze and Score Samples

These processed-food inspectors watch the preparation, cooking and filling of the containers. This means checking everything from the washing and peeling of a fruit to checking on instruments that control temperature and canning pressure. It means the inspectors take sample cans from the finished lot to the canner's laboratory for further analysis and scoring. Here the cans are opened and inspected for such things as ripeness and color, careful workmanship, removal of blemishes, acid or sugar content, size and maturity.

How can you tell if canned food has been packed under "continuous inspection?" Well, each container bears an official shield stamped on one end. The label, too, often bears the words "packed under continuous inspection of the U. S. Department of Agriculture."

NOW WITH HARMLESS SHELLS

German prisoners of war are helping sort peanuts for quality and grade in Georgia, Florida, Alabama, North Carolina and Virginia where the crop is grown.

The final grading of peanuts in the mills is done by hand. This is done to make sure that the public gets only the best peanuts from the crop. This year there was close to a record peanut crop, and mill operations fell behind schedule because of a shortage of labor. The use of German prisoners of war has done much to relieve the labor problem.

Reports to the War Food Administration say that when the men were first brought to work they were slow. They were entirely unfamiliar with peanut sorting and selection. The prisoners quickly improved with practice, and when put on a piece-work schedule could finish in six hours what was considered a good stint for an eight-hour day.

FRESH FOODS FOR A FRESH LOOK

"Something old, something new" starts the bride-to-be on her trousseau attire. Well, "something cooked, something served in fresh form" is a good thing to remember for winter meals.

Of course, cold weather calls for fuel and energy producing foods. And fortunately the majority of people instinctively eat the amount of calorie foods they need. Otherwise there would be more overweight and underweight people than there are now.

Fresh Fruits and Vegetables Supply Vitamins to Prevent Colds

Many homemakers are now following the Basic Seven Food Chart when they plan their meals. This means, among other things, they see that their families are served vegetables and fruits twice a day. But in winter they tend to neglect the importance of seeing that "fresh" fruits and vegetables are served.

Vitamins are "protective" food values...they help prevent infections and build up a resistance to colds. Those vitamins supplied in fruits and vegetables are best maintained in the fresh product. So urge your listeners to serve some fresh green and yellow vegetable or a fresh fruit at winter meals. You might suggest crisp green salads, cabbage slaw, carrot strips, apple and citrus fruit salads... all with vitamin freshness.

UNCLE SAM'S GUEST HOUSE

Many homemakers are still in the midst of their holiday entertaining. And perhaps they are even a bit tired of getting ready for guests. A comparison of their problems with the problems of Uncle Sam's hostess might be cheering by contrast.

Blair House is the mansion in Washington where our government entertains high officials from other nations. Mrs. Victoria Geaney, the housekeeper, not only has to be sure the guests are in exactly the right place at the table, but she has to check on the habits and customs of each guest.

Guests May Expect Their Favorite Dishes

When Uncle Sam expects a high official from another government, the State Department calls the Blair House and tells Mrs. Geaney who is coming, where he's from and all about it. Mrs. Geaney immediately reads up on the likes and food customs of that country, and of course the protocol men in the State Department are ready with advice too.

Chef Gears Kitchen to Wartime Thrift

Although Mrs. Geaney entertains for some of the most famous people in the world, she's still a thrifty housekeeper. Her staff prepares leftovers in attractive ways. She says that casseroles with unusual sauces seem to be all around favorites. So that all fat can be salvaged, the excess is cut from the meat before it goes to the table. And the chef knows all the tricks of the trade when it comes to food conservation.

There is no waste in the well-organized kitchen at Blair House----all entertaining is geared to war.

YEAST RISES TO THE OCCASION

It's very easy to take the ordinary things of life for granted. Most of us don't even think about the importance of many of the ingredients that make up our popular foods. Yeast is such a small component of a loaf of bread that we're likely to accept it without thinking.

Snowbound City Realizes Importance of Yeast

In fact, this happened to the people in a small South Dakota town several winters ago. They had a terrible blizzard which kept them snowbound for about a month. During that time they had to eat only the foods that were available in the town, because all contacts to the outside world were cut off. They managed very well with everything except bread. The town baker ran out of yeast. It was then that the townspeople realized the importance of this minute ingredient of many bakery products. Because yeast was so vital, the people called out of town, and had an airplane drop cakes of yeast on a flight over the town.

How Manufacturers Grow Yeast

You might explain to your listeners that the small packages of yeast they buy in their grocery stores are known as compressed yeast. We have an adequate supply of this kind of yeast to meet all the existing demands for it. Yeast is a microscopic plant which is grown on a solution of beet molasses and cane molasses. The proportion of cane molasses varies with each yeast maker. Every maker has a strain of yeast all his own to give his product individual characteristics.

Nutrient salts are added to the mixture of beet and cane molasses to make the yeast grow properly. Air is blown through the mixture and the yeast is drawn off. Then the yeast is put in a machine similar to a cream separator and washed to get rid of any trace of molasses. The next step is to put the yeast through a filter press in order to get out as much water as possible. The last thing done to the yeast is pressing it into either small blocks for homemakers to buy, or the large one-pound size for bakers.

Some homemakers need to be reminded that this kind of yeast must be kept under refrigeration all the time. If it is left at room temperature, its baking qualities are reduced and it becomes moldy.

Dry Yeast Goes to Armed Forces and Allies

There is a kind of yeast that does not have to be kept in the refrigerator. This is a compressed yeast that has been dried at such low temperatures that it is not killed. The final product is a brownish yellow granular material that can be used the same as compressed yeast. It is known as active dry yeast. This type of yeast has been set aside for military and lend-lease purposes so homemakers probably won't be able to buy any for quite a while.

Breweries Produce Yeasts as By-Products

A third type is known as brewer's yeast. As the name applies, it is a by-product of the brewing industry. Formerly, this was not used at all, but during the early part of the war, an effort was made to recover it. Now large amounts are being recovered, dried, and used for animal feeds. It is also being used for foods but before it can be utilized for this purpose, the bitter flavor must be removed. This is done by carefully washing it with an alkaline solution.

Primary grown yeast is also a by-product of the brewing industry. In this process, the bitter yeast is put back on the molasses and grown. It is a food yeast, used in making pills, yeast extracts, etc.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Based on comparative abundance and relatively low price, in most retail markets of the Southwest, as reported by the WFA Office of Distribution.

Homemakers who want to carry the festivity of holiday meals over into the New Year might take a tip from Santa Claus. He may have had difficulty finding just the right presents to go in the top of Christmas stockings this year, but he certainly had no trouble finding apples and oranges to fill up the toes. Nor was he baffled when he found an extra large stocking, because grapefruit were

plentiful too. These three traditionally holiday fruits stand at the top of the War Food Administration's current list of best food buys in the Southwest Region... and place festive fruit punch, ambrosia, Waldorf salads, apple sauce, and other holiday fare within the budget of every menu-planner. Your listeners might like to keep this in mind when they plan refreshments for New Year's parties.

Onions to provide flavor for holiday meat and vegetable dishes also stand high on the best buy list. Vegetable variety should be no problem with such items as cabbage, potatoes, turnips, carrots and sweet potatoes in good supply. Celery and lettuce for salads are further down the list, and the supply of peppers is light since the recent freeze in South Texas producing areas practically closed the season.

"BEST BUYS" AT KEY MARKETS

ARKANSAS: Little Rock....Cabbage, grapefruit, oranges, yellow onions, red Irish potatoes, turnips, apples.

COLORADO: Denver.....Apples, grapefruit, oranges, beets, cabbage, carrots, cauliflower, onions, potatoes, spinach.

KANSAS: Topeka.....Oranges, grapefruit, cauliflower, onions, apples,
Wichita.....Apples, citrus fruits, carrots, cauliflower, celery, onions, turnips, beets, lettuce, Irish and sweet potatoes.

LOUISIANA: Baton Rouge....Onions, potatoes, carrots, cauliflower.
New Orleans....Citrus fruits, potatoes.

NEW MEXICO: Albuquerque,)..Onions, cabbage, carrots, Pascal celery, lettuce,
Gallup and) potatoes, sweet potatoes, squash, apples, oranges,
Santa Fe) grapefruit.
Las Cruces.....Onions, lemons, apples, oranges, grapefruit, cabbage, lettuce, potatoes, yams.
Roswell.....Celery, carrots, sweet potatoes, green beans, lettuce, apples, pears, spinach, squash

OKLAHOMA: Oklahoma City..Apples, cabbage, grapefruit, onions, oranges, spinach, sweet potatoes, turnips.

TEXAS: Fort Worth....Apples, cabbage, carrots, cauliflower, grapefruit, onions, oranges, peppers, rutabagas, spinach, sweet potatoes, bulk turnips.
Houston.....Cabbage, beets, onions, turnips, greens, oranges, grapefruit, apples.

1. The first part of the report deals with the general situation of the country and the progress of the work during the year.

2. The second part of the report deals with the results of the work done during the year and the progress of the work during the year.

3. The third part of the report deals with the results of the work done during the year and the progress of the work during the year.

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DALLAS, TEXAS
December 30, 1944
No. 53



Radio Round-up

on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

MEATS BACK IN THE RED...Increased production fails to offset increased demand...so civilian allotment cut 15% next quarter.

BUTTER "FLIES" FROM THE MARKET...because of high demand for milk.

WHERE DID THE REST OF THE MILK GO?...Civilians drank 160 quarts in '44...the rest went into processed milk, cheese and ice cream.

POINTERS ON CANNED VEGETABLES...European reverses cancel hope of releasing food stocks soon.

MORE ABOUT LESS...Civilians to get only 78 pounds of sugar in '45.

IN THE SPICE BAG...WFA removes ginger and mace from control...but continues to regulate cinnamon, nutmeg and pepper.

ALL DAY COFFEE DRINKERS...Specialists give aroma and taste tests to coffee before buying supplies for the Army.

CUT AND DRIED OPINIONS...Grand Rapids grocery stores to test popularity of dehydrated vegetables.

JUST A REMINDER...To save waste fats to get extra red points.

BEST BUYS...Oranges, grapefruit, apples, onions and cabbage.

WAR FOOD ADMINISTRATION
Office of Distribution

MEATS BACK IN THE "RED"

Homemakers who haven't been able to find bacon and some other kinds of meats in their markets should be glad to hear of the recent change in the "red" ration list. One of the reasons for the shortages of certain kinds of meat was a maldistribution of these cuts. The meat has not been shared equitably between meat producing and non-producing areas. By putting these meats back on the ration list, it is hoped that there will be a much more even supply of meat throughout the country.

Increased Production Fails to Offset Increased Demand

Of course, the maldistribution of meat wasn't the only reason for the shortage. Even though there was an increased production of meat in the United States in 1944, the demands for our meat have increased during the year. More meat is needed for military uses while the increased incomes have pushed the civilian demand for meat far ahead of the supply.

Civilian Meat Allotment Drops 15 Percent

The prospects for 1945 are not brighter for civilians. For the first quarter of 1945, civilians will be allotted about 15 percent less of all kinds of meat than they received during the last three months of 1944. This allotment by the War Food Administration means that each civilian will average about 127 pounds of meat for the entire year. This is about the same as the 1935-39 average, but only about three-fourths of what their high purchasing power would enable people to buy if rationing were not in effect.

BUTTER "FLIES" FROM THE MARKET

Butter, as you well know, has hit a new war toll of 24 ration points a pound. The meaning is quite clear...the supply is very low and demand high. Here is the story that led up to the recent point change.

High Demand for Milk Causes Butter Shortage

In spite of the present butter situation, there were near record supplies of milk this past year. Fluid milk production in 1944 was almost as high as in the peak dairy year of 1942. In contrast, butter production for the year fell below both 1943 and pre-war (1935-39) levels...in fact to the lowest level in about 20 years.

Why wasn't more butter made? Well, the additional milk produced was drained off in the form of fluid milk by civilians and by military and lend-lease requirements for cheddar cheese and milk...fresh, condensed, dried and evaporated.

We began with a small butter production and we shared it. Of the amount made, 80 out of every hundred pounds produced during the year went to civilians... 15 pounds went to our military forces and the remaining 5 pounds went to lend-lease...mostly the Russian army and their hospitals. In other words, 95 percent of our butter was for American use.

Butter for Urban Users in 1944 Averages Ten Ounces a Month

That 80 percent of the supply for civilians should have meant one pound a month per capita. But this does not tell the whole story. Farm families, producing

their own butter, customarily use more than the average family. This reduced the share for non-farm families a bit more than three ounces. Restaurants, institutions and industrial users also took a slice out of the amount for home use...a bit less than three ounces. With these six ounces removed, the average share for urban users averaged ten ounces a month. Total unrationed civilian demands for butter today would probably be far more than the 16 to 18 pounds per capita consumed in pre-war years.

BUTTER SUPPLIES FOR 1945

How much butter will there be in 1945? Well, milk production is expected to be near the 1944 level. The rationing of butter and the extent of government requirements of dairy products, the use of ice cream and the demand for fluid milk as well as price factors will be weighed when producers decide whether to market butter or cheese or whole milk in one of its several forms.

WHERE DID THE REST OF THE MILK GO?

Civilians on an average drank 160 quarts of milk in 1944 as compared with 126 quarts in the pre-war (1935-39) period. This great and expanded consumption of fluid milk has been permitted and encouraged by the government. Milk provides many civilians with nourishment not readily obtained in other forms. It is also an economical food. And even if fluid milk sales had been limited to the 1939-35 level, there would still be only about four-fifths as much butter for civilians as they used before the war. Military and lend-lease requirements for butter would still need to be filled.

Processed Milk, Cheese and Ice Cream Take Slice of Record Production

Nor can we overlook the need for other dairy products. Milk...dried, condensed and evaporated...and also in the form of cheddar cheese is vital to our soldiers and allies. These foods are nutritious, easily stored and shipped.

Ice cream production also takes a large share of the milk supply...especially for the armed forces. The civilian supply of ice cream is taking only 65 percent of the cream used in June 1943. Civilian use of some other dairy products has also been limited to divert milk to more essential products. Retail sales of whipping cream have been prohibited and sales of light cream have been limited to 75 percent of the June 1943 level. Cheese, other than cheddar, is limited to the amount made in 1942.

POINTERS ON CANNED VEGETABLES

Why the off-again on-again rationing of many of our canned vegetables? In September when the War Food Administration ordered seventeen major items of canned vegetables, fruit juices and spreads removed from rationing, there was a general optimism about the conclusion of the war in Europe.

At that time it was anticipated that with victory in Europe part of the food set aside for the army might be released for civilian use.

More Troops Overseas Means Greater Demand for Processed Foods

In view of the present state of military operations in Europe and the stepped-up offensive in the Pacific, there is little likelihood of relief for civilians

through early releases of military food stocks. The more troops overseas, the greater demand for processed foods. We now have 5 million troops overseas. Also ships at sea require large quantities of processed foods.

Yanks Abroad Need 6.5 Pounds of Food Daily

During combat operations the troops use "K" and "D" rations. When they get relief, they return to a regular, full-rounded diet. About sixty-five pounds of supplies of all kinds are needed for each soldier overseas every day. Nearly ten percent of this total is food...or an average for all theaters of operation of six pounds of food for each soldier every day. Nor is it the army policy to draw on food stocks of liberated or conquered territory. Except for certain supplementary items, such as fresh fruits and vegetables, all food is carted in over the beaches and through the ports, up the long supply lines to the front.

Most processed foods, especially vegetables and fruits, are produced seasonally. With most seasonal packs now complete and military and other government requirements known, we must assure the best distribution of available civilian supplies until the next pack comes in.

MORE ABOUT "LESS"

Stocks of sugar in the United States are at a record low for this time of the year. Here are a few of the reasons:

The outbreak of the war cut off some of our most valuable sugar imports, and shipping space was limited from the countries where we could get sugar. On top of this, sugar beet crops in this country have been short during 1943 and 1944. In addition, sugar was used in many different ways. During the past year, large quantities had to be used in the production of industrial alcohol for synthetic rubber and munitions.

As more of our men went into the armed forces, more sugar was needed because they consumed more sugar as servicemen than as civilians. With record fruit crops, large quantities of sugar went for industrial and home canning. Also the civilian demand for foods containing sugar increased with rising incomes.

Civilians May Get 78 Pounds of Sugar for All Uses in 1945

Looking into 1945, we face a tight sugar situation. Although most people don't realize it, each person averaged 88 pounds of sugar during the past year. Of course, that includes every food containing sugar. For the coming year, it is expected that each civilian will have about 10 pounds less for all uses. They will notice this reduction chiefly in such commodities as commercially made soft drinks, candy, chewing gum and the like.

Soldiers Get Twice as Much Sugar a Year as Civilians

Naturally the military demand for sugar will be high during the coming year. Practically all army field rations contain sugar in direct granulated tablet form or in biscuits, beverage powders, chewing gum, canned meats or the famous "D" ration candy bar. In addition, large quantities of sugar are used in regular army mess halls and post exchanges. In fact, each soldier gets over twice as much sugar a year as the average civilian.

In actual figures, the total U. S. sugar requirements for 1945 will be about seven million tons. A breakdown of these figures show that 5,400,000 tons of this will go to civilians. Approximately one million tons will be needed by the military and 600,000 tons to supply the minimum needs of lend-lease and international relief shipments.

IN THE SPICE BAG

Ginger and mace have recently been taken off the list of foods controlled by the War Food Administration. Now that the supply is close to normal, fair distribution will continue without regulation. This is in line with the War Food Administration policy of removing restrictions as soon as supply, shipping and other strategic war conditions permit.

Cinnamon, Nutmeg and Pepper Remain Under Regulation

Cinnamon supplies for 1945 are below those of last year; so this spice will continue under tighter regulation. Beginning January 1 packers, receivers and industrial users will get 25 percent instead of 35 percent of the supply they handled in the same quarter in 1941.

The only other spices besides cinnamon now under regulation are nutmeg and pepper. The latter two will be distributed on the same quota percentage as in 1941.

CUT AND DRIED OPINIONS

Do American homemakers want to use dehydrated vegetables?

To test consumer reaction to these products, about 40 grocery stores in Grand Rapids, Michigan are going to sell dehydrated vegetables for the next six months. The Farm Credit Administration with other agencies in the U. S. Department of Agriculture and the National Dehydrators Association will check on sales and consumer approval.

The products being offered include dehydrated beets, onions, carrots, diced white potatoes, julienne white potatoes and diced sweet potatoes. The vegetables will be marketed under a mutually agreed upon brand...called "Hy-Rated" and the labels will state that the vegetables are packaged for the National Dehydrators Association.

Products Will be Sold at Reasonable Prices

The products will be sold at reasonable prices consistent with the cost of production. The labels will contain cooking directions. Also, a recipe booklet, "Cooking Dehydrated Vegetables," which was prepared by the Bureau of Human Nutrition and Home Economics in the Department of Agriculture will be distributed to purchasers.

Grand Rapids was chosen for the test because it has a diversified and fairly permanent population with stable industrial income.

ALL DAY COFFEE DRINKERS

To be a judge of good coffee, you have to be able to sniff and "slurp" as well as taste. At least, that's the opinion of the two civilian specialists in the Quartermaster General's office who purchase the coffee supplies which go to the men and women in the Army, Navy, Marines and to the Red Cross, for lend-lease and for civilians in liberated areas.

In their office at Buzzard's Point, in Washington, D. C., these two experts take samples of coffee beans and grind them to a fine consistency...about like corn-meal. The men say the coffee must be ground fine to expose all the cells to the action of the water...thus giving the cup of coffee its body and aroma. A little of each coffee sample is poured into three cups to assure a fair test. About 50 cups or 15 different kinds of coffee...all carefully labeled...are tested at one time at a big round table with a revolving top.

Use Freshly Drawn Cold Water to Heat for Making Coffee

These experts say the way to make the best coffee is to use freshly drawn, cold water. When the water comes to a boil it should be poured immediately over the coffee. If the water is allowed to boil before it is used, it gets flat and loses oxygen. Drip coffee is the best method to use, they say...and boiled coffee the poorest.

Aroma Test Determines Quality of Coffee

When all fifty cups are filled, the men give each cup the aroma test. This is important because sometimes the coffee bags have been packed in the hold of a ship with other food, such as bananas, which impart an odor to the coffee beans. The odor does not affect the taste of the coffee, but it does affect the quality of the coffee...and consequently the price. If the coffee gives off an unpleasant odor, it is immediately discarded without further tests. The men can always tell where the coffee grew from the aroma. At the present time, the United States is buying coffee from 20 different countries, mostly in the South American region.

Specialists "Slurp" Coffee to Test Its Taste

By the time the men have smelled all fifty cups, the coffee has brewed sufficiently for the tasting test. The method of tasting is called "Slurping"...a form of sipping never approved in polite society. A teaspoonful of the coffee is held about an inch from the mouth and tossed in with a loud sucking noise. In this way the coffee sprays the back of the mouth where the taste buds are more sensitive and more accurate. The men never swallow the coffee, for they spend several hours every week tasting coffee, and if they swallowed it all, their digestive tracts would soon wear out.

In addition to testing the coffee, the men direct the buying, roasting, packaging and distribution of it.

JUST A REMINDER

Now that butter and about 85 percent of our meats have new point values...mostly on the upward side...red ration points must be carefully budgeted. Tell your homemakers of the patriotic way to extend those points...by collecting two red ration points for every pound of salvaged fats turned in. Cooking fat is needed more than ever.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Based on comparative abundance and relatively low price, in most retail markets of the Southwest, as reported by the War Food Administration.

Oranges and grapefruit continue to head the War Food Administration's list of best food buys with their reasonably priced abundance of vitamin C...flavor...and color-rich appetite appeal. Bright red apples...incentive for winter salads...apple pies...dumplings...turnovers...tarts...apple upside down cake...brown betty...apple sauce...and countless other winter table delights...complete the fruit trio this week.

The vegetable group presents all-round menu-attraction. Onions...in the lead...provide flavor, either cooked or raw...while cabbage, carrots and sweet potatoes add color contrast...plus a wealth of vitamins and minerals. Other less popular vegetables...but good buys nevertheless...include lettuce, celery and turnips.

"BEST BUYS" AT KEY MARKETS

ARKANSAS: Little Rock....Oranges, grapefruit, cauliflower, beets, carrots, turnips, onions, apples, potatoes.

COLORADO: Denver.....Apples, oranges, grapefruit, cabbage, lettuce, onions, carrots, sweet potatoes, potatoes, turnips.

KANSAS: Topeka.....Grapefruit, oranges, celery, lettuce, onions.
Wichita.....Apples, citrus fruits, Irish potatoes, onions, sweet potatoes, yams, cabbage, cauliflower, celery, carrots.

LOUISIANA: Baton Rouge....Apples, potatoes, onions.

NEW MEXICO: Albuquerque,) ..Onions, cabbage, carrots, beets, lettuce, celery,
Gallup and)
Santa Fe) potatoes, grapefruit, oranges.

Las Cruces....Onions, yams, cabbage, lemons, grapefruit, oranges, apples, lettuce, potatoes.

Roswell.....Apples, sweet potatoes, squash, pears, carrots, celery, green beans, lettuce, spinach.

OKLAHOMA: Oklahoma City..Apples, cabbage, grapefruit, onions, oranges, potatoes, sweet potatoes, turnips.

TEXAS: Fort Worth....Apples, cabbage, carrots, grapefruit, onions, oranges, sweet potatoes, turnips.

Houston.....Carrots, cabbage, beets, turnips, greens, oranges, grapefruit.

R11 Da
10/22
DALLAS, TEXAS



Radio Round-up on food...

Index for Directors of
Women's Radio Programs

I N D E X

January 1 - June 24, 1944
(26 issues)

This index is issued as result of requests from Directors of Women's Radio Programs. It is now planned to issue an index every six months.

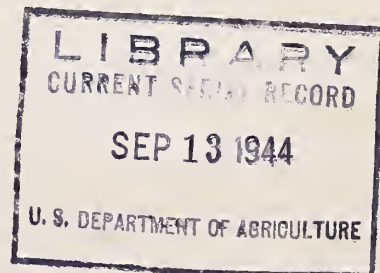
"A" AWARDS

1/22 -- The "A" Award---Badge of Merit for Food Production

ABUNDANT FOODS

- 1/29 -- Looking Ahead (unrationed food which should be relatively abundant in February)
- 2/19 -- Foods, Other Than Fresh Fruits and Vegetables, Relatively Plentiful
- 2/26 -- Food Forecast for March (foods in relative abundance)
- 3/4 -- Food Forecast (plentiful foods during March)
- 3/25 -- Take Advantage of Abundant Foods
- 4/8 -- Miscellaneous Other Foods in Plentiful Supply (other than fresh fruits and vegetables)
- 4/29 -- Cheerful Little Earful
- 5/6 -- Administrator Marvin Jones Reviews Food Situation
- 5/27 -- Plentiful Foods
- 6/17 -- Many Foods Are Plentiful Now

WAR FOOD ADMINISTRATION
Office of Distribution



ANNIVERSARY

6/3 -- Round-Up Celebrates Anniversary

ARMED FORCES

3/25 -- In care of Quartermaster
4/1 -- Pease Porridge Hot---In a Fox Hole (cooking Army style)
4/15 -- More About the Boys (food served to servicemen overseas)

ASPARAGUS

4/8 -- It's Good Old Asparagus Time

BAKING POWDER

1/15 -- Something New Has Been Added (calcium carbonate)

BEANS

1/1 -- Our National Bean Bag is Big
1/8 -- P.S. to the Bean Story (more pork and beans released to civilians)
1/29 -- Introduction Please (frozen baked beans)
2/5 -- Baked Beans---20th Century Style
2/12 -- Canned Green and Wax Beans Plentiful

BEETS

4/15 -- Lots of Beets--Let's Eat 'Em
4/22 -- First Aid for Bleeding Beets (keep the color when cooking beets)
4/29 -- Can You "Beet" It? (odd facts about beets)

BELTSVILLE RESEARCH CENTER

3/11 -- Nothing But the Best

BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS

5/20 -- Dr. Stiebeling Assumes New Duties (as Chief of BHNHE)

BUTTER

2/5 -- Butter Allocation
3/11 -- "Butter" Get It Straight
3/18 -- A Bit About Butter

CABBAGE

- 1/29 -- Making Plans for the Cabbage Crop
- 2/12 -- Abundance of Cabbage is Great News to Meal Planners
- 2/19 -- Cabbage Stowaway
- 2/26 -- Cabbage is King

CAKES

- 5/13 -- They Still Eat Cake (in England)

CANNED FOODS

- 1/1 -- Liberated Canned Goods (peaches and apples)
- 3/25 -- Canned Fish Forecast

CANNING EQUIPMENT

- 2/26 -- Home Canning Futures
- 5/27 -- Canning Equipment Forecast

CARROTS

- 4/22 -- Carrots by the Carload
- 5/13 -- Carrot Conversation

CEILING PRICES

- 4/1 -- Know Ceiling Prices

CHEESE

- 1/29 -- Restriction of Cheese - FDO 92
- 2/5 -- Slicing the Cheese
- 3/11 -- Cheddar Chatter

CHICKEN

- 6/24 -- Chicken for Winter Meals

CHILD HEALTH DAY

- 4/29 -- From May Poles to Round Tables (food conservation)

CHOCOLATE AND COCOA

1/22 -- Yes We Have Some Coffee and Cocoa

CLEAN PLATE CLUBS

4/15 -- Clean Plate Club Meets in Washington

COFFEE

1/22 -- Yes We Have Some Coffee and Cocoa

COMBINED FOOD BOARD

6/24 -- United Nations Food Team

COMMUNITY CANNING

5/13 -- Food Preservation is Important (transcriptions available)

COMMUNITY FOOD PRESERVATION CENTERS

4/1 -- Proud Record (Peoria meeting report)

6/10 -- Canning Center in Pueblo County

CONSERVATION

3/4 -- Cut Food Waste

4/29 -- From May Poles to Round Tables

5/6 -- College Coeds Consider Conservation

5/27 -- Conserve and Preserve

CONTAINERS

1/8 -- Housewives Can Help (container campaign)

2/12 -- Save Those Egg Cartons

CROP CORPS

2/26 -- Top Dressing for Crop Corps

DRIED FOODS

1/29 -- Dried Apricots for Hospitals

2/26 -- Fruitful Outlook

6/3 -- An Old Stand-By Has a New Name

EATING OUT

1/15 -- Eating Out Versus Eating In

EGGS

1/1 -- Eggs--And How They Are Helping Win the War
2/5 -- More Eggs for Civilians
2/19 -- Overtime for Hens
3/18 -- Plenty of Eggs
4/1 -- Let's Eat More Eggs
4/8 -- Store Surplus Eggs at Home
4/15 -- Great Opportunity to Use Eggs
4/22 -- Eggcentricities Around the World
5/27 -- Eggs Are Held Over for Several Weeks
6/17 -- Eggs Shell the Nation (egg situation)
6/17 -- Store Eggs Properly (methods)

ENRICHED FLOUR

1/15 -- Enrichment Date Postponed

EXTENSION SERVICE

4/22 -- Golden Jubilee

FATS

1/22 -- And Pass the Ammunition
2/5 -- Fats and Oils Allocated
2/12 -- What a Difference a Year Makes
3/4 -- No Points for Lard
3/18 -- Stop...Think...Save
4/15 -- Keep on Saving Waste Fats
4/22 -- The Lean Side of the Fat Situation
6/10 -- Double Dividend on Waste Fats

FISH

3/4 -- "Fashion First" in Fish
3/18 -- A Fish Story
3/25 -- Canned Fish Forecast
3/25 -- Pearls of Small Price
5/27 -- The Tide Turns for Fish

FOOD DISTRIBUTION ORDERS

- 1/15 -- Enrichment Date Postponed
- 1/29 -- Restriction of Cheese -- FDO 92
- 4/29 -- The Milky Way (FDO 79 amendment)

FOOD IN FOREIGN COUNTRIES

- 1/22 -- An American Looks at British Food
- 1/22 -- Food for the Pearl Harbor of the Caribbean
- 1/29 -- American Food to the Rescue
- 1/29 -- A Problem in Division
- 4/29 -- Africa Eats
- 5/6 -- Homemaking in Hula Land
- 5/13 -- They Still Eat Cake (England)
- 5/27 -- Thistle Soup for Dinner (Greece)
- 6/3 -- China Plans for Fuller Plates
- 6/3 -- A Canning Jamboree (England)
- 6/10 -- Food Notes from French Newspapers
- 6/10 -- Post-Invasion Task Force--UNRRA
- 6/17 -- Eggs Shell the Nation (dried eggs in England)
- 6/24 -- Food for Relief Feeding Abroad

FOOD LABELS

- 1/29 -- All Dressed Up, Ready to Go Places

FOOD PRESERVATION

- 6/24 -- Let's Help Move Snap Beans from Markets to Homes
(canning, brining, freezing of snap beans)

FOOD PRESERVATION CENTERS

- 4/1 -- Proud Record (Georgia)
- 6/10 -- Canning Center in Pueblo County

FOOD SITUATIONS

- 2/19 -- Frozen But Not Static
- 5/6 -- Administrator Jones Reviews Food Situation
- 5/20 -- Tomorrow's Food Supply
- 5/27 -- Let's Let This Statement Be Our Guide
- 6/17 -- Sharing Our Food Basket

FRESH FRUIT AND VEGETABLE REPORTS

Best Buys in Fresh Fruits and Vegetables (reported each week)

FROZEN FRUITS AND VEGETABLES

2/12 -- Cutting the Frozen Vegetable Block

FRUITS

5/20 -- Delayed Return Engagement

FUEL TABLETS FOR THE ARMY

4/1 -- Pease Porridge Hot--In a Fox Hole

GIVE-AWAYS IN ROUND-UP

3/4 -- "Fashion First" in Fish (Bulletin #27 "Wartime Fish Cookery")

3/11 -- A Seed in the Mind is Food on the Table (Bulletin MP 538
"Growing Vegetables in Town and City")

4/15 -- Please Pass the Potatoes (leaflet "Potatoes in Popular Ways")

5/20 -- Write for the Garden Booklet (OWI Leaflet "Growing Vegetables
in Town and City")

6/17 -- Follow the Rules ("Home Canning of Fruits and Vegetables")

GRAPEFRUIT

1/8 -- Another Use for Grapefruit Juice

3/25 -- Juicy Interim

GREECE

5/27 -- Thistle Soup for Dinner

GREENS

5/6 -- Herbs, Our Grandmothers Called Them

GROW MORE IN '44 CAMPAIGN

4/1 -- Grow More in '44

HAWAII

5/6 -- Homemaking in Hula Land

HOME CANNING

- 2/26 -- Home Canning Futures
- 3/4 -- Thank Home Cannors for Reduced Vegetable Point Values
- 4/8 -- Jar and Jar Top Jargon
- 5/6 -- Counting Your Vegetables Before They Grow
- 6/3 -- Careful Canning is the Best Way
- 6/17 -- Follow the Rules

HOME FOOD PRESERVATION CONFERENCE

- 1/29 -- Report of the Home Food Preservation Conference (Chicago, January 13 - 15)
- 2/12 -- Pekin and Peoria---And Food Preservation

HOME FRONT PLEDGE

- 4/1 -- Know Ceiling Prices

ICE CREAM

- 5/6 -- They All Scream for Ice Cream
- 6/3 -- Ice Cream is Good News Again

INDUSTRIAL FEEDING

- 3/25 -- Wartime Nutrition
- 4/1 -- Industrial Feeding Progress
- 4/22 -- More War Workers Will Be "Eating In"
- 5/6 -- Something New Under the Sun

INSTITUTE FOR EDUCATION BY RADIO

- 4/8 -- Institute for Education by Radio (May 5 - 8)

JAMS AND JELLIES

- 1/15 -- For the Sweet Tooth (jams and jellies in 1944)
- 6/3 -- A Canning Jamboree (in England)

LARD

- 3/4 -- No Points for Lard

LEND-LEASE

- 4/22 -- Lend-Lease Has a Birthday, Too
- 4/29 -- Africa Eats

LOW-POINT NO-POINT FOODS

- 3/18 -- Peanut Prospects
- 4/8 -- Low-Point--No-Point Cooperation

MACARONI, SPAGHETTI AND NOODLES

- 4/22 -- Give Soya Macaroni a Break

MATS WITH A MESSAGE

- 5/20 -- Mats with a Message

MEAT

- 1/8 -- Repeat Performance (rationing and cooking)
- 1/8 -- 1944 Meat Story
- 2/19 -- Another Pork Bonus
- 2/26 -- This Little Pig Went to Dinner
- 2/26 -- Lamb or Mutton?
- 3/4 -- We Won't "Beef" About This
- 3/11 -- Nothing But the Best (cookery research at Beltsville)
- 5/6 -- Ours is to Reason Why (lifting ration points on meat)
- 6/17 -- Meat Makes the Grade (new meat grades)

MILK

- 2/5 -- Allocation of Condensed and Evaporated Milk
- 2/12 -- Dividing the Powdered Milk Supply
- 4/29 -- The Milky Way (amendment FDO 79)
- 5/27 -- Milk Takes a Bow
- 6/3 -- An Old Stand-By Has a New Name (dried milk)
- 6/10 -- Heavier Restrictions in Heavy Cream

NUTRITION IN WARTIME

- 2/26 -- More with Less
- 3/25 -- Wartime Nutrition

ONIONS

- 2/19 -- You Weep With 'Em and Weep Without 'Em
- 2/26 -- A Rose By Any Other Name
- 5/20 -- Onions Are Back

ORANGES

- 3/25 -- Juicy Interim

PEACHES

- 4/15 -- Peach Performance

PEANUTS

- 3/18 -- Peanut Prospects
- 5/27 -- Passing the Peanuts

PEARLS

- 3/25 -- Pearls of Small Price

PENTAGON BUILDING

- 4/29 -- Quoting the Pentagon Chief

POST-WAR FEEDING

- 3/18 -- A Peek at the Post-War Feeding Problem

POTATOES

- 3/4 -- Let's Be Thankful for--And Use--Our Fine Supply of Potatoes
- 4/15 -- Please Pass the Potatoes
- 6/24 -- Eyes on the Potato

POULTRY

- 1/1 -- Chicken--But Not Every Sunday
- 6/17 -- There's a Chick-Chick Everywhere (poultry situation)

PRESSURE CANNERS

- 1/1 -- Pressure Canners No Longer Rationed
- 1/22 -- Getting an Early Start

PRICES

4/8 -- Keep Those Prices Down

PROCESSED FOODS

2/19 -- Sharing Processed Foods

RAISINS

2/5 -- Raisins for Civilians

RATIONING PROGRAM

1/1 -- Neither Too High Nor Too Low
1/1 -- There'll Be Some Changes Made (rationing for public eating places)
1/8 -- Repeat Performance (spare stamp for pork)
1/8 -- Name and Address, Please (on ration books)
1/29 -- The Dark Cloud (points for meat)
1/29 -- But There's a Silver Lining (brown stamps)
2/12 -- What a Difference a Year Makes (fats and oils)
2/19 -- Rationing Procedure Simplified (tokens)
2/19 -- Another Pork Bonus
2/26 -- Temporary Change
2/26 -- Post-Script on Rationing (correction on 2/19 token story)
3/4 -- Thank Home Canners for Reduced Vegetable Point Values
3/4 -- Sweet Story
3/4 -- No Points for Lard
3/18 -- Play Fair and Square with Tokens
4/1 -- April Ration 'Rithmetic
4/1 -- Stamps Good Indefinitely
4/8 -- Keep Those Prices Down
4/15 -- Heavier Food Rations for Heavy Industry
4/29 -- Ration Reminders
4/29 -- It's Spring House Cleaning Time for Grocers (blue points)
5/6 -- Ours is to Reason Why (lifting meat ration points)

RECIPE MENU CONTEST

2/5 -- Victory Recipe Menu Contest

RESTAURANTS

1/15 -- Eating Out Versus Eating In

RICE

2/12 -- Rice Allocation

ROLLED OATS

4/22 -- Economical Dish

SAUERKRAUT

1/29 -- Making Plans for the Cabbage Crop
2/12 -- Abundance of Cabbage is Great News to Meal Planners
2/19 -- Cabbage Stowaway

SCHOOL LUNCH PROGRAM

1/15 -- That Our Children May Be Well Fed
1/22 -- More Food for School Lunches

SEEDS

1/22 -- More Seeds for Victory Gardeners
4/15 -- Seed Wisdom
6/24 -- A Plot Against the Enemy

SNAP BEANS

6/24 -- Let's Help Move Snap Beans from Markets to Homes

SOYA PRODUCTS

2/12 -- More Soya Products Reaching Southwestern Markets
2/19 -- Soya in the Southwest
3/11 -- Nothing But the Best (cookery experiments at Beltsville)
4/22 -- Give Soya Macaroni a Break

SPICES

1/8 -- Another Use for Grapefruit Juice
1/8 -- The Spice Situation
3/11 -- Spicey Conversation
5/13 -- A Spicey Survey

SPINACH

5/27 -- Spinach Squibs

STATE SUPERVISORS

3/11 -- Putting Food Information on a Home Basis

SUGAR

2/26 -- Spooning Out the Sugar

3/4 -- Sweet Story

3/25 -- Sweet Story for Home Canners

5/13 -- Sugar in Battle Dress (sugar story since 1942)

5/20 -- Changes in Canning Sugar

TANGERINES

4/1 -- Long and Cool

TEA

1/8 -- Tea for You (1944 supplies)

THISTLE SOUP

5/27 -- Thistle Soup for Dinner (in Greece)

TIN SALVAGE

3/18 -- Stop...Think...Save

TOMATOES

6/3 -- Let's See About Our Vitamin C (tomatoes)

UNRRA

6/10 -- Post-Invasion Task Force--UNRRA

VICTORY FARM VOLUNTEERS

2/26 -- Top Dressing for Crop Corps (uniforms)

VICTORY GARDENS

1/22 -- More Seeds for Victory Gardeners

3/11 -- A Seed in the Mind is Food on the Table

5/13 -- Did You Keep a Garden Diary Last Year?

5/20 -- Get Going on Gardens

VITAMINS

- 2/5 -- Vitamin A Allocation
- 6/3 -- Let's See About Our Vitamin C (tomatoes)
- 6/10 -- Bushes of Vitamins (buffalo berries)

WHALE

- 3/18 -- A Fish Story (using whale meat)

WOMEN'S LAND ARMY

- 2/26 -- Top Dressing for Crop Corps
- 5/20 -- Women's Land Army 1944
- 6/17 -- Women's Land Army Goes to Camp

YEAST

- 1/15 -- Civilian Yeast Supplies Are Raised

